

Chemist & Druggist

4 August 1973 THE NEWSWEEKLY FOR PHARMACY



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SPECIAL SECTION

Maws sold

Vitamin C and thrombosis

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Sunsilk setting lotion became brand leader in only 12 weeks after its launch.

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The Brand Builders

4 August Vol. 200 No. 4872

The newsweekly for pharmacy

114th year of publication

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A growing hobby (see p151)

'Branded generics'

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competitively priced
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diazepam tablets BP	ATENSINE [®]	tablets 2mg & 5mg containers of 250 & 1000
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phenoxymethyl penicillin tablets BP	ECONOPEN [®] V	tablets 250mg containers of 100 & 1000
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tetracycline tablets BP	TETRACHEL [®]	tablets 250mg containers of 100 & 1000
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**The Leaders in Drug Tariff
price branded generics.**

Station Road, Shalford, Guildford, Surrey. Berk Pharmaceuticals Limited,

Vitamin C claimed to prevent thrombosis

Vitamin C has a powerful protective action against thrombosis according to a doctor at Pinderfields General Hospital, Wakefield.

In a letter in last week's *Lancet*, Dr Constance Spittle describes a double blind trial using vitamin C and a placebo on patients undergoing surgery who were considered vulnerable to deep-vein thrombosis. Patients took 1g of the vitamin daily for 1 to 42 days prior to the operation until 2 weeks postoperatively.

The incidence of deep-vein thrombosis in the placebo group was 60 per cent compared with 33 per cent in the vitamin C group, with a reduction in the presence of signs such as calf tenderness and swelling in the latter.

Dr Spittle recommends that 1g vitamin C daily be given routinely in surgical wards.

In the same journal, investigators at Alfred Hospital, Victoria, Australia, claim that high dose vitamin C supplementation could be dangerous in certain individuals, because of the metabolism of the vitamin to oxalic acid. A healthy man took two courses of 1g vitamin C four times daily for 7 and 4 days. His 24-hour urinary oxalate before supplementation was 58mg but rose to 622 mg and 478mg respectively at the end of each course. In other subjects the 24-hour increase in urinary oxalate was about 12mg. The authors feel that massive increases in urinary oxalate may eventually cause renal calcification.

Another letter, from doctors at the Department of Dietetics, North London Polytechnic, describes a trial in which the excretion of ascorbic acid was shown to be halved in women taking oral contraceptives, compared with women on comparable diets not using contraceptives. The authors suggest that ascorbic acid is metabolised more quickly in women taking the "pill".

Warning given against too hasty ban on saccharin

A suggestion that the use of saccharin in food should not be banned in the UK until there is more direct and convincing evidence that it is harmful to man is put forward in last week's *British Medical Journal*.

According to the article, a ban on saccharin in the US seems likely (see also *C&D*, May 12, p594), unless it can be found that impurities such as orthotoluene sulphonomide are responsible for the bladder changes in rats and that purer forms of saccharin have no such activity.

The editorial states that cases of bladder cancer in men have gradually increased in Connecticut during the past 20 years. So too has cigarette smoking and

the author feels it is impossible to assess whether the consumption of either cyclamates or saccharin has influenced the cancer increase, considering also the improving diagnostic standards and furthermore the changes in exposure to possible carcinogens at work.

The situation is likened to that of the banning of cyclamates, after which a leading cancer specialist pointed out the risks of a compensatory increase in the consumption of sugar, saying that the replacement of cyclamates by sugar would be similar to using a treatment having a 10 per cent mortality in a disease with a 1 per cent mortality.

Safety requirements for transporting some chemicals

The Chemical Industries Association has introduced a new code of safety for transporting potentially dangerous chemicals. In a foreword by Mr Robert Carr (Secretary of State, Home Department) says the Government has evolved a programme of statutory control of such conveyance but this is a slow process and sets only minimum standards. The CIA standards are more rigorous. Copies from CIA cost £0.75 (Alembic House, 93 Albert Embankment, London SE1).

New surgical dressings plant

Johnson & Johnson Ltd are to carry out a £1.85 million development programme at their Gargrave factory, in the West Riding of Yorkshire, to provide the most advanced surgical dressings plant in Europe.

The scheme, the largest single investment Johnson & Johnson have made in the UK, has been given the go-ahead by the Skipton rural district council planning committee.

Within 18 months, Johnson & Johnson will have completed, alongside their existing Airebank Mill, more than 160,000 sq ft of manufacturing and warehousing facilities.

Managing director, Mr Peter McKenna, commenting on the scheme said, "This is the largest building project ever undertaken by the company in the UK. This factory forms the basis of our production of an increasing proportion of sophisticated and specialised surgical dressings and related products".

Today, Gargrave produces almost a third of Johnson & Johnson's output in the UK and today, twenty-five per cent of its total production is for overseas markets.

The new factory will be modelled on one of the company's international award winning designs.

American Cyanamid lose patent action

An action by American Cyanamid Co, New York, seeking injunctions and damages against Berk Pharmaceuticals Ltd, for alleged infringement of a patent for production of tetracycline by fermentation and its recovery, was dismissed by Mr Justice Whitford in the High Court on Tuesday. The judge also held that the patent was invalid and ordered its revocation. Costs were awarded to Berk.

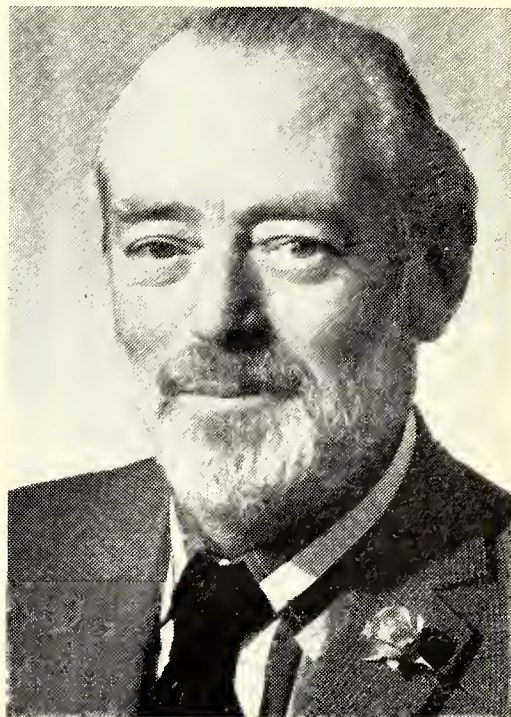
The judge said that the claim of the patent, even on its narrowest construction, was bad and unfairly based. The patent really dealt with a particular strain of antibiotic and there was nothing to prevent any other person arriving at the same result by a different route.

Rhodesia's pharmaceutical industry 'created overnight'

International pressure has been a blessing in disguise to the Rhodesian pharmaceutical industry—according to Mr Allan Graham, president of the Pharmaceutical Society of Rhodesia. He was speaking at the AGM of the Pharmaceutical Society of South Africa recently.

Reported in the *South African Pharmaceutical Journal* he said that an industry had to be created almost overnight that barely existed before. All essential drugs are being supplied, many being manufactured in Rhodesia. Some rationalisation was necessary but there was no shortage of drugs, Mr Graham stated. In the field of toiletries and cosmetics almost all the well-known brands were available, mostly manufactured under licence.

Mr Graham revealed that a school of pharmacy is being established in the University of Salisbury.



Mr P. McKenna

New Roche appeal-back to the Lords

The Roche group—F. Hoffman-La Roche, Switzerland. Sapac Corporation Ltd, Uruguay, and Roche Products Ltd, Welwyn Garden City, Herts—are to appeal to the House of Lords against the Appeal Court's judgement given on Monday that the group must not increase the prices of Librium and Valium. The Appeal Court's judgement had been deferred on a three-day case heard last week (*C&D*, July 28, p99).

The Appeal Court made no order against the company on Roche undertaking not to increase prices of the drugs but it ruled that the Crown was entitled to refuse to give any undertaking to compensate Roche for losses incurred if it is eventually held by the High Court that the price-cutting Order is invalid.

Lord Justice Lawton said, "Government would be impossible if every citizen could exercise his private judgment as to which laws were to be obeyed or to what extent they were to be obeyed." The company's claim for an undertaking as to damages, said the judge, amounted to an attempt by them to deter the Secretary of State from performing his statutory duty to enforce his order.

The judge continued, "persons wrongly accused of crime have no right to submit to magistrates that they should not be remanded in custody unless the prosecution undertakes to pay them compensation if they are acquitted: I can see no difference in principle between them and Roche." Lord Justice Lawton said he had not overlooked the fact that, if Roche were right about the alleged invalidity of the Order, they would have lost a very large amount of money—estimated at £8m.

Remedy in Parliament

"In my judgment, they must seek their remedy in Parliament," he said. "When this was suggested their counsel said that a political remedy was no remedy at all because a large multi-national organisation such as Roche was unlikely to have any friends in Parliament. I think he has misjudged Parliament. If Roche does prove that it has been treated so unfairly by the Monopolies Commission that the order should be quashed, I feel confident that there will be no difficulty in finding members of Parliament who will urge their brethren to put right whatever wrong that had been done to them."

Agreeing, Lord Denning (Master of the Rolls) observed that Roche had spent vast sums in research, and had done great good for mankind. There might be many cases, he said, in which a government department could properly be asked to give an undertaking in damages. He agreed with the Attorney-General, Sir Peter Rawlinson, QC, that this was not such a case.

"When the Crown comes to court to enforce the law it is a different position from that of an ordinary litigant. The

Attorney-General represents the public at large to see that the law is obeyed. If the law is transgressed or threatened with transgression it is his duty to come to the court to see that it is enforced. The Crown cannot and should not be required to give an undertaking."

Even if the Commission report was in breach of the rules of natural justice, said the judge, it did not follow that it was devoid of legal consequences pending a decision by the courts as to its validity. The secretary of State was entitled to treat the report as valid and entitled to act upon it.

Lord Denning continued, "It is not open to the court to declare invalid a statutory order which had been approved by both Houses of Parliament. It is not for the Courts to overthrow it, otherwise there would be an unsupportable conflict between the courts and Parliament. Parliament's errors can only be corrected by Parliament."

Roche claimed that nearly all of their profits went towards research, but the com-

mission, after a long and careful investigation, had found that the prices charged for the drugs and the profits from them were excessive. Upon that the secretary of State had made the Order.

"It has been approved after full debate by both Houses of Parliament, and so long as the Order stands it is the law of the land," said Lord Denning.

Lord Justice Buckley agreed that the Crown's appeal be allowed.

Roche statement

Following the decision by the Court of Appeal Dr John Marks, managing director, Roche Products issued the following statement:

"The Department of Trade and Industry has succeeded before the Court of Appeal on the basis of an argument that, without any assurance of compensation, the subject must obey a Government Order, the validity of which is seriously disputed, however great the ultimate injustice might be. This has constitutional significance for every subject; quite apart from its effect upon Roche who stand to lose many millions of pounds. Because of the constitutional importance of the point and the injustice which would be worked (not only to Roche) if this decision were allowed to stand, Roche are appealing to the Appellate Committee of the House of Lords. The Roche prices must remain at those imposed by the Order for the present. Roche stresses that today's decision in no way affects their intention to prosecute their main action attacking the validity of the Order."

A & H's breakthrough honoured

Allen & Hanburys Ltd had achieved a breakthrough with a drug of inestimable value to individuals and the economy of the country, said Sir George Burns, Lord Lieutenant of Hertfordshire, last week. He was presenting the Queen's Award to Industry for technical innovation with salbutamol to Allen & Hanburys at a ceremony at Ware. About 200 employees and

invited guests were present including Mr D. E. Sparshott, president of the Pharmaceutical Society, and Mr J. C. Hanbury who retired recently from the chairmanship of the company (see *C&D*, June 2).

Mr A. E. Bide, chairman of the parent company, Glaxo Holdings Ltd, said that although the Glaxo group had received eight awards in seven years, it was the



The Lord Lieutenant of Hertfordshire, Major General Sir George Burns, reading the scroll of the Queens Award to Industry presented to Allen & Hanburys Ltd. Centre, is Mr A. E. Bide, chairman Glaxo Holdings Ltd and right, Mr R. D. Smart, chairman Allen & Hanburys Ltd.

first for technical innovation. In accepting the award, the occasion had special significance for him because he had received the Queen's Award for Macfarlan Smith the previous week (see *C&D* last week).

Contraceptive devices now prescribable in Scotland

Contraceptive devices for women were added to the Scottish drug tariff list of appliances on August 1.

Devices specified are the "double-S" shaped loop, coil and diaphragm and are prescribable only when the doctor considers they are necessary for the physical or mental health of the patient. A suitable contraceptive cream, paste or gel may also be prescribed in conjunction with the appliance, for which separate prescription charges are payable by non-exempt patients.

General practitioners will be responsible for fitting the devices, although some doctors may still prefer to refer their patients to family planning clinics. Patients will also remain free to choose between supply through clinics and supply on prescription.

The devices have been listed under the drug tariff for England and Wales since April 1.

Price increases on NHS medicines

Replying to a question from Mr Laurie Pavitt, Sir Keith Joseph said in the Commons last week that "during 1972 price increases on some medicines supplied to the NHS were agreed to an estimated value of £2.6m a year. Price reductions made on other medicines were estimated to have a value of £1.4m a year. The estimates exclude chemists' remuneration.

The main reason for the cost rise was the increase by 3.64 per cent in the number of prescriptions dispensed in 1972 over 1971, he said in reply to a supplementary question from Mr Pavitt.

Prescription collection cost

Sir Keith Joseph, Secretary of State, Department of Health, stated in the Commons last week that "about £1m" was the estimate of collection costs and other items of expenditure deducted from the total £21.5m collected from prescription charges in 1972. He was replying to a question from Mr Laurie Pavitt.

News in brief

□ Applications for product licences of right for about 52,000 medicinal products were received in the three months preceding the closing date, said Sir Keith Joseph in reply to a Commons question from Mr Laurie Pavitt last week.

□ A petition with 11,000 signatures requesting the removal of VAT from toilet paper and women's sanitary protection products was presented in the Commons last week by Mr Geoffrey Finsberg.

□ There were 533 health centres in opera-

Topical reflections

BY XRAYSER

The teeth

Your special feature on oral hygiene demonstrates the enormous growth in the market for toothpastes, tooth brushes, dental floss and the hundred-and-one other products designed to interest the public in dental care and, at the same time, provide dividends for the manufacturers, profits for the retailer, and a constantly varying price for the consumer in special offers.

One of the large manufacturers mentioned in your pages is Beecham. Strangely, only a day or two before reading the article, I was looking through an old recipe book and I came across part of a broadsheet of Beecham's dating, I fancy, from pre 1914. At that time the firm advertised Beecham's toothpaste. I cannot recall having seen the product, but it was efficacious, economical, cleansed the teeth, perfumed the breath, removed the tartar and prevented decay. It was composed of the best known ingredients for neutralising the acids of the mouth, for preventing all deleterious deposits upon the teeth (which caused them to decay and become loose) and for the CURE of spongy or unhealthy gums. It claimed also to be a pleasant and reliable dentifrice. Moreover, the packages were pretty for the toilet table, and they were sold everywhere for ONE SHILLING each. The virtues differ but little from those of today, and yet that particular paste vanished from the scene.

The same leaflet mentioned Beecham's Pills, still with us, which were then described as a "Boon to the bilious". They sold over six million boxes per annum and—I have the authority of the leaflet for the statement—were prepared only by the proprietor, Thomas Beecham of St. Helens, Lancashire. One can picture him toiling into the night over mortar and pill machine, for it was not just six million boxes a year—it was over that figure.

Tooth powders

That same recipe book to which I have referred illustrates that there were dental preparations other than that in the package which was pretty for the toilet table. There were powders containing such things as orris root, myrrh, rhatany, alum, ovis sepiæ, magnesium carbonate and, of course, chalk. And the flavours were of infinite variety, one powder in particular boasting essential oils of rose, neroli, cedar, cinnamon, lavender, pimento and violets. There's "fresh breath" for you! There's something to wake up the mouth and remove fuzziness! Care of the teeth cosmetically is not new, any more than are mouth washes. But, important as is the habit of looking after the teeth as a part of general hygiene, there is no doubt that regular visits to the dentist should be fostered from an early age. In that regard, it is not in the public interest that charges should have been imposed which now deter rather than encourage preventive dental treatment at the hands of the expert for, as Mr Thomas Beecham said all those years ago, "the loss of the teeth is soon followed by ill-health." The National Health Service should take heed of the Oracle and not place a financial disincentive between patient and dentist.

tion in the UK on June 30, said Mr Alison, answering a Commons question last week. England had 405, Wales 47, Scotland 46 and Northern Ireland 35.

□ Government spending on the Training Opportunities Scheme (TOPS) is to be doubled to £100 million in 1976-77. This will facilitate the training of 70-75,000 a year compared with the 38,000 who are expected to be trained this year.

□ From August 1 opticians will receive an additional 1p for the supply of all spectacle cases. The sum payable will now be £0.12.

□ Erythromycin estolate should continue to be marketed in the US but with increased warnings about possible liver toxicity in adults—that was the recommendation of the Anti-Infective Agents Advisory Committee to the US Food and Drug Administration recently.

Company News

Maws and Lantigen bought by International Telephone

Noreros Ltd have sold to ITT Industries Ltd (a wholly owned UK subsidiary of International Telephone and Telegraph Corporation) the entire share capitals of Maws Ltd and Lantigen (England) Ltd. The consideration for the sales was the payment of £1,311,114 and the funding by the purchaser of a loan due by Maws Ltd to Noreros of £538,886.

The respective net assets of Maws and Lantigen as at November 26, 1972, were £513,219 and £2,917. The respective net profits for Maws and Lantigen in respect of their financial years ended on the same date amounted to £19,095 and £33,104. (ITT acquired Rimmel in 1971 and Ashe Chemical last year.)

Macarths sales improvement is maintained

The improvement in sales and profitability achieved by Macarths Pharmaceuticals Ltd in their first half was well maintained in the second trading period, states the preliminary report for the year ended April 30.

Group profit for the year is £1,317,526 (against £1,087,089 in previous year). After incorporation tax the profit is £742,033 (£642,843). It is pointed out that the figures for Ordinary dividends—13.58 per cent (against 18.5 per cent) are not directly comparable. This year's dividend is equivalent to 19.4 per cent on the old basis and allows for the maximum increase allowed by the Government.

Demand for the products manufactured and distributed by the group continues to be at a high level during the first months since April and the report says the directors are confident of maintaining progress during the coming year.

Beecham's Irvine plant on stream shortly

Beecham Group Ltd expect to start producing penicillin G at the new Irvine, Ayrshire, factory within the next few weeks and by the end of the financial year they hope that the production there together with that from the Worthing plant will provide a large proportion of their requirements for this raw material.

Sir Ronald Edwards, chairman, gave this information in the course of his address to shareholders at the annual meeting last week. Their own extra production, he said, would mean less purchasing from outside suppliers and reduce costs. The first phase of the Irvine factory should have been on stream but for delays "due in part to industrial relations problems which often afflict large building contracts".

Speaking on the pharmaceutical side of the business, Sir Ronald said, "downward pressure on prices is always with us. It comes from the ordinary forces of competition, and especially from those companies who merely copy other people's successful compounds and have no research and development costs to bear. It also comes from those Governments and other agencies which finance health services of one sort or another, though it is often forgotten that the cost of medicines usually accounts for only a small part of the total cost of such services. It is plainly right that Governments, in particular, should be circumspect in their expenditure of public funds. But if pharmaceutical companies recognise that Governments have a legitimate interest in this field, it is equally important that Governments should recognise the special characteristics of the pharmaceutical industry. It is an industry in which very large sums of money are put at risk on research and development—we alone spent £8 million last year, and this is not a high figure by international standards; and it is also true that research and development costs are rising yearly."

Referring to overseas business, Sir Ronald pointed out that despite problems sales and profits of their US pharmaceutical business increased in 1972-73. Beecham Inc also did well with both pharmaceuticals and consumer products in its markets outside the US. The main area of continuing difficulty was the consumer products business inside the US. "I think that it is fair to say that Beecham Inc is getting to a position where it will have an adequate range of consumer products to make progress in the US, though the going will never be anything but hard," he concluded.

BAT's half-year returns: more from toiletries

The perfumery and cosmetics' business of British-American Tobacco Co Ltd during the half-year ended March 31, contributed £26.58m to group turnover against £24.93m in the corresponding period of last year. Group trading profit from that section amounted to £2.49m (against £1.40m).

The half-year reviewed includes the Christmas period business and no significant profits can be expected in the second half, state the directors. Good progress was made in many areas especially in the United Kingdom.

CIBA-Geigy UK sales up 16 per cent

Consolidated sales of CIBA-Geigy (UK) Ltd for 1972 were £85.77 m, an increase



Mr A. A. S. Rae

of 17 per cent over the 1971 results. Exports were up by £5.77m to a record £23.89m, while capital expenditure was again at a level of £5.4m.

At the annual meeting, held in London last week, the chairman, Mr A. A. S. Rae, said that the results showed encouraging progress during the concluding stages of a two-year period of intensive organisational restructuring, which was now largely completed. The rising sales trend had continued strongly into 1973, with an increase in the first six months of 16 per cent over the corresponding period last year.

Briefly

Youngs of Leicester Ltd, founded in 1793, have closed the pharmaceutical side of their business in order to expand their photographic and chemical and laboratory equipment departments. It is claimed that the pharmaceutical side does not now pay, with people moving out of the city centre and also that the closing of adjoining premises has reduced the space available for the company. This is a family business which moved into Belvoir Street in 1927 from premises nearby in Gallowtree Gate.

Albright & Wilson Ltd are to sell their business in sulphur dioxide and related chemicals to British Oxygen Co Ltd for £1.85m. The takeover which includes the Mersey works at Bromborough, Ches, is effective from September 30.

Remington electric shaver division, Sperry Rand Ltd, state that while electric shaver sales throughout the UK market increased by 22 per cent in the last year, Remington shaver sales were up 39 per cent. And there were even more dramatic increases in unit deliveries of individual models.

Brent Chemicals International Ltd have reached agreement with Chubb Fire Security Ltd for the acquisition by Brent from Chubb of its Pyrene Chemical Services business.

Philip Harris (Holdings) Ltd had a turnover of £3.77m in the year ended March 31 (against £3.43m in previous year). Profit before tax was £340,641 (to £355,176).

Westons Chemists opened a branch at 13 Kingthorpe Centre, Harborough Road, Northampton, on July 27.

Hedex acts faster!



Hedex the chemist's fastest growing analgesic brand—up 48% last year (A. C. Nielsen), and growing even faster this year.

Now to meet your customer's needs and help sales rise even further there is a new 40 tablet pack.

Start stocking this new chemist only pack and watch Hedex act faster for you.

(Sterling Health)

Family medicines you can trust.

When Cuticura® met Caroline®, Britain's babies started having a softer time.

Cuticura Laboratories have been appointed sole selling and distribution agents to the Chemist trade for one of Europe's biggest brands of disposable nappies - Caroline - the softest, most comfortable and hygienic nappy that a mother can buy today.

Caroline's two part construction absorbs more moisture yet keeps babies drier. Super soft and absorbent on the inside, the outside skin allows moisture into the nappy, then keeps it there. It can't come back out, so the baby keeps drier.

Caroline Nappies come in two sizes, Standard (30 to a bag) and Large (25 to a bag) for the older baby and overnight use. They retail at little more than 1p each - and both sizes fit into Caroline's soft, hygienic, lanolised plastic "Poppa Pants". The most comfortably cut plastic pants on sale today.

Caroline's range of products also include disposable bibs and nappy liners.

All Caroline products are superbly packaged and will be supported by heavy National Colour Magazine and Regional Television advertising.

The theme of Caroline's advertising will be that Caroline gives "More time for the two of you". Meaning the Mother and Baby. And if the Mother has more time for the Baby, then she's also got more time for the Chemist. So when your Caroline representative calls, spare him a little time too.

CAROLINE

Disposable Nappies

Because More Time Means More Money.



Caroline disposable Nappies, Poppa Pants, Bibs and Nappy Liners.

Long-term sickness insurance

by Peter Miller

Nobody needs to be reminded of the value of life assurance, both as a form of investment with attractive advantages and as a method of providing financial protection for dependents in the event of premature death. Clearly, if you have dependants, you appreciate that you need this form of protection.

What is equally important (but is not always fully appreciated) is that, irrespective of how much life cover you may have in force, as a result of an illness or serious accident, you could be off work for a long spell. In this event, if you are a proprietor, probably you would have to employ a locum.

If, on the other hand, you are employed, probably you could expect your normal salary to continue to be paid. But for how long would this be paid at the full rate? Even the most generous employers cannot afford to pay full salary for very long without receiving something in return for it. Often salary drops after a certain period, and may then cease altogether if return to work is impossible.

Of course, all is likely to be well if you are away from work for only a relatively short time. But this is not something that can be guaranteed. Quite a long period could be involved—or it might be impossible ever to return to work again. Statistics show that, in any year, one out of every 50 men (whose ages range from the late 20's to 65) will be forced to stop work for three months or more—*every year*.

Clearly, to guard against the severe financial loss that could result (whether you are a proprietor or are employed), insurance cover is necessary.

Normal policies

The normal accident and sickness policy on the market does not cater for long-term or permanent disability. Usually, for instance, the weekly benefits that can be claimed are payable for no more than two years, although there may be a lump sum for total disablement.

That is one drawback, since it is essentially long-term cover that is required. Of equal importance is the fact that the policy is an annual contract. Dependent on experience throughout the period of the policy, the insurers have the right to refuse to renew, or to impose conditions—either in the form of a higher premium or (more likely) the exclusion of claims arising from certain causes. Good, therefore, as such a contract may be in the short-term, it has distinct disadvantages so far as long-term planning is concerned.

What is needed to provide adequate security along these lines on a long-term basis is what is generally referred to as *non-cancellable* sickness and accident insurance. The principle behind it is that, as in the case of normal life assurance,

only the person who is insured has the option to allow the policy to lapse. This means that the insurers can be held to continue the cover irrespective of claims.

With this type of insurance behind you, if serious illness or accident should keep you away from work for a long spell, the insurers are obliged to pay the agreed weekly compensation until you are pronounced fit to return to work, or to the age of 65.

This type of insurance is gaining in popularity and, as a result, in many cases premiums are being reduced. One insurance office has even gone so far as to offer this type of insurance on housewives so that their husbands shall have the wherewithal to employ domestic help to look after the home and family if they should be laid up for more than a fortnight. Bearing in mind the cost of employing a "locum wife," there is much to be said for this kind of insurance. There is also a certain amount of life assurance cover included in the contract, on which it is possible to claim tax relief.

Choice

For yourself, you have a wide choice. In the first place, there are a number of insurance offices offering this kind of cover. What, however, may provide better value for money is to take advantage of the protection offered by the Chemists' Sickness and Provident Society. *Everybody* working in a pharmacy, or directly related activities, whether qualified or not, is eligible to join this registered Friendly Society, provided they are between the ages of 16 to 54, inclusive.

A point to bear in mind about this is that, in most cases, the subscription payable for any given amount of benefit is higher than the equivalent premium that would have to be paid in the open market for sickness and accident insurance. But where the Society scores over commercial insurance offices is that each year a substantial part of each member's subscription is placed to his credit in his own savings account.

This is a form of profit sharing, since the amount which is credited in this way varies with the sickness experience of the Society's membership as a whole. But what is important is that it is not affected in any way if the member in question has to claim from the Society for benefit.

Another important point in favour of the Society is that interest is allowed on these savings accounts at the full rate earned by the Society on its invested funds. What is significant in this connection is that, because the Society is a registered Friendly Society, it pays no tax on its investment income. This means that very favourable rates of interest have been credited to the accounts of members.

Obviously it is impossible to make accurate forecasts, because nobody can tell what the future holds in store. Nevertheless, there is no apparent reason why there should be any marked change, and so the prospects are that, after some years of membership, the amount standing to a member's credit should be equal to the whole of the cost of the membership for the period. If, therefore, one disregards the fact that interest has not actually been paid out, a member will have been covered against the risk of sickness and accident without cost. Over a longer period, clearly the savings under the scheme are likely to exceed the subscriptions paid by quite a wide margin.

When, therefore, it is possible to pay the level of subscription required by the Society, rather than the somewhat lower premium charged by a commercial insurer, it is likely to be profitable to do so.

Benefits

Benefits from the Society are secured in the form of shares, and the maximum benefit obtainable is £14.40 a week. Normally the maximum granted to applicants who are not pharmacists is £9.60 a week.

The subscription varies according to age and the level of benefits required. For anyone under the age of 30, each share costs 18p a month, providing sick pay at the rate of 60p a week for 52 weeks. If after that period, the member is still ill, the benefit per share will be 30p per week for a further 52 weeks, and subsequently 30 per cent of the original rate for so long as the trouble lasts.

The subscriptions of all members over 30 years of age increase periodically because the likelihood of illness increases with age.

Since a sickness allowance of £14.40 a week is plainly inadequate to meet the cost of a locum's fee, the Society also has an additional benefits scheme. This gives extra cover of up to £30 a week for six months. The annual premium to secure this maximum rate of benefit is £30.

The chief difference in the commercial insurance market is that benefits are fixed, and do not usually drop after they have been paid for a certain length of time. Similarly, a level premium is paid, depending on age at entry, and this does not increase unless additional benefits are required. Whether these will be granted may depend on health at the time.

One way in which insurers are overcoming the problem that higher benefits may be required in the future, to keep pace with inflation, is by introducing policies where the benefits (and premiums) increase automatically over the years, irrespective of health, or whether a claim may be in the course of payment at the time.

The Inland Revenue make a concession so far as tax is concerned, both with non-cancellable policies of this kind and with benefits received from registered Friendly Societies. Its current practice is not to assess any benefit under these forms of insurance for income tax purposes until it has been received continuously for a full-fiscal year. Depending, therefore, on the time of year when it started, an illness or accident may continue for up to two years before the benefit starts to become taxable.

Trade News

UniChem expands into Lancashire

UniChem Ltd have recently announced that Barnes & Crompton Ltd, Ribble Bank Mills, Preston, Lancashire, has joined the UniChem group. This addition adds a ninth distribution centre to the UniChem network which includes New Addington, Croydon; Walthamstow; Willesden; Kingston-upon-Thames (Surrey); Leeds; Sheffield; Nuneaton and Swansea.

Barnes & Crompton, with a turnover of £1.2 million employs about 60 people who operate from a 24,000 sq ft distribution warehouse, and provides medical and counter proprietary service to chemists in Lancashire.

Mr L. N. Challoner, owner and managing director of the company, has accepted UniChem's invitation to remain on the board as a non-executive director for at least 12 months.

"I am delighted that Mr Challoner has agreed to stay with us so that we can benefit from his knowledge and experience in effecting a smooth transition period" said Peter Dodd, managing director of UniChem on July 27.

"One of our priorities will be to increase considerably the company's stock range to cover counter sundry products while at the same time, we shall be urgently examining every opportunity for still further improving customer service and reliability."

Sound recording movie camera

A direct sound recording super 8 cine camera will be launched in the UK next spring by Kodak Ltd, Station Road, Hemel Hempstead, Herts. There are two Ektasound camera models, available in two types—130 and 140, with f1.2 lens, double-vane CdS exposure control, 230 degrees shutter opening, external viewfinder and exposure system. The sound recording is directly onto a magnetic stripe on the film and the system includes amplifier with automatic gain control and sound indi-



cator. The microphone claimed to be semi-directional, is simply plugged into the camera. It has a 12ft cord and stand.

Two films are available in cartridges: Ektachrome 160 (type A) and Kodachrome II (type A). The film speed is 18 frames per second, and there is an 18 frame gap between sound and picture. For projection, two projectors (Ektasound 235 and 245) will be available. Both have 400 ft reel capacity, volume control, speeds of 18 or 24 frames per second and can show silent super 8 films. The 245 projector has a sound recording capability and can be used to add sound to sound or erase previously recorded sound.

Larger premises

ABM Pilot Labelling Ltd, have moved from Fulham to combine with their existing production unit at Hythe Road, London NW10.

The extra space is needed, say ABM, to cope with increases in business resulting from higher sales of the Label-Matic price labelling guns and the specialist ranges of Pilot, Rewo and Garvey, pricing and in-store handling equipment designed for the retailer.

Smith & Nephew standard dressings

Smith and Nephew, Bessemer Road, Welwyn Garden City, Herts, are now producing the range of Lint Standard Dressings in new easy-to-open cartoons. Retaining the red and white colours, the carton has been redesigned, say the company, to simplify identification and opening.

Softly, Softly . . .

A six months programme of lectures dealing with the problems of hard water in the home has been arranged by Albright & Wilson, manufacturers of Calgon water softener and laundry conditioner, Scale Away domestic descaler and other water treatment products.

The lectures are being given by consultant home economist Mrs Barbara Logan, who is also a consultant to J. Sainsbury and the Egg Marketing Board. Chairmen and officers of leading women's clubs and other organisations are invited.

David Jenks, sales director of Jenks Brothers, distributors of Albright & Wilson's domestic products, commented:

"The lectures give us the opportunity to distribute samples of Calgon and Scale Away not only to ladies who attend the lectures, but also to all their club, institute or association members. Controlled sampling in this way is an extremely effective as well as economic means of developing sales."

Grisovin tablets

Grisovin 125mg tablets, manufactured by Glaxo Laboratories Ltd, Greenford, Middlesex, are now film-coated instead of plain. Prices remain unchanged.

Dome-acne products

Dome-acne cream, Dome-acne lotion and Dome-acne medicated cleanser, manufactured by Dome Laboratories, PO Box 37, Stoke Court, Stoke Poges, Slough, SL2 4LY, have been re-labelled "Not to be used for babies" as they all contain hexachlorophane 1 per cent. The preparations may now only be dispensed on the prescription of a medical practitioner. Plans are under way for reformulation of the products omitting hexachlorophane.

Ponstan colour change

Ponstan capsules, manufactured by Parke, Davis & Co Ltd, Usk Road, Pontypool, Mon, are now a number 1 capsule with an ivory opaque body and aqua blue cap, printed "Parke Davis".

Christmas showrooms

A further three venues where Jacquelle Sales will be showing their Christmas ranges are North British Hotel, Edinburgh August 6/9; Northern Counties Hotel, Northern Ireland—August 7/9; and Round House Hotel, Bournemouth—August 7/10.

Simple soap pack

Albion Soap Co Ltd, 30 Thames Street, Hampton on Thames, Middlesex have introduced a new pack for their Simple soap. The "more dignified" wrapper has a brown background and the engraving on the soap tablets has also been altered to match the outer.

Simple Soap is now shrink packed in 12 small or 6 large tablets, and Albion believe they are the first manufacturers to offer soap packed in this manner.

This new pack will be featured in half-page advertisements during the autumn in women's papers. Point of sale aids are available.

Bonus offer

Southon-Horton Laboratories Ltd, Herbert House, Slade Green, Kent. Esobactulin. Extra 5 per cent discount on direct orders (until August 31).



The new Ektasound 140 camera available from Kodak (see above)

New products and packs

Omen for the future

Omen is the new fragrance from Goya described as "an exotic sensual perfume that lingers for hours" blended from rose, jasmine, iris and eastern wood oils including sandalwood and patchouli. Goya commissioned a young sculptor to design the packaging and he has chosen scarlet plastic, blue glass and bright yellow carton board to produce some modern, unusual shapes.

The Omen range comprises perfume essence (£0.75), presented in a blue glass bottle to protect the perfume from light; fragrance spray (£0.65), talc (£0.35), foam bath (£0.50), and sachet (£0.07½), bath oils (£0.60), sachet (£0.7½), hand lotion (£0.40).

A smaller fragrance spray (£0.38) will be available as an introductory offer. The range will be on counter from September 1 (Goya Ltd, Badminton Court, Amer-sham, Bucks.)

After shampoo spray

An after shampoo spray for 2-14 year olds has been launched in the London Television area by Johnson & Johnson.

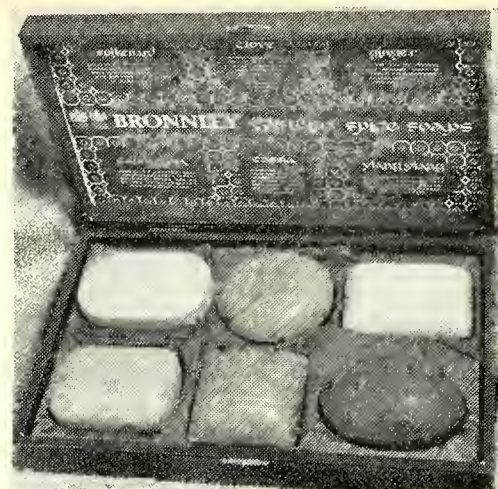
'No More Tangles' is claimed to be the first shampoo-spray formulated specifically for this younger age group, and its function is to eliminate the tangles that turn children's hair washing into a nightmare ritual. The product is presented in a push button spray (£0.55) and Johnson and Johnson anticipate that the product will prove equally successful in the adult sector of the market (Johnson & Johnson Ltd, Slough, Bucks.)

Soap with spice

Bronnley have launched Eastern Spice soaps (£2.40) as a successor to their Country Herb and Soaps Victoriana.

The Eastern Spice soaps are packed in a lacquered casket and the six tablets: clove,

ginger, cardamon, cassia, yland yland and spikenard are all brightly coloured. Single tablets are also available (£0.40) (H. Bronnley & Co Ltd, 10 Conduit Street, London W1).



Gardening

Carry-home packs

Impulse-buy packs bearing full colour illustrations and cultural hints have been introduced for lawn grass seed and bulbs by Carters Seeds Ltd. Described as carry-home packs, they each have an integral handle which depresses on stacking. The cartons are of stiff board in all cases, except one—which is a lidded plastic tub with a wire handle, for 5lb of Wimbledon lawn grass seed.

The bulbs are sold in collections of 48 cartons; and recommended retail prices, tax paid, are (per carton): hyacinths (four bulbs) £0.60; tulips (10 bulbs) £0.38; daffodils and narcissi (six bulbs) £0.27½; croci (25 bulbs, mixed colours throughout collection) £0.54.

Grass seed, brand names Invicta and Wimbledon, is sold in 1lb and 3lb carry-home packs and the 5lb tub (Cuthberts Seeds, Lower Dee Mills, Llangollen, Den-bighshire.)

Household

Freshtex Cleaning Cloth

An all-purpose cleaning cloth has been launched by Freshtex Sales, the division recently formed by the Courtaulds Group to market disposable household products.

Freshtex say that the cloth is perfect for washing up, wiping paintwork and other surfaces, dusting, polishing shoes, cleaning the car, mopping up, cleaning baths and windows and many other uses". Presented in a pack of five cloths (£0.10) (Bonded Fibre Fabric, Bath Road, Bridgwater, Somerset).

Lantern battery

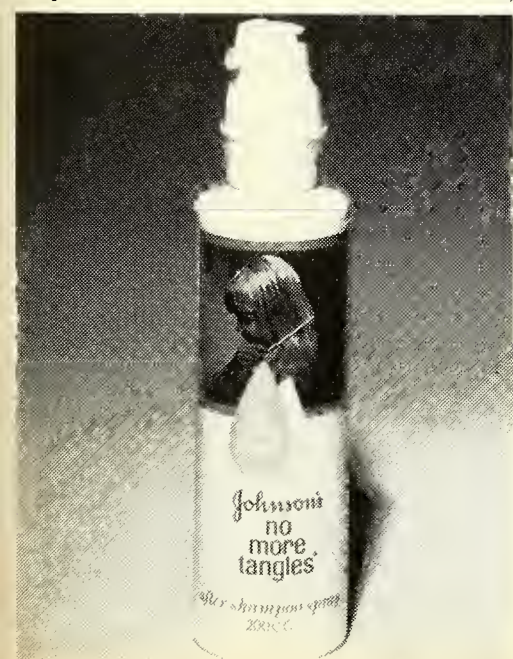
Latest addition to the Varta range is the 6V Lantern battery (£0.38), Varta number is PJ 430 (IEC equivalent 4R25).

Special features of the battery are the double spring terminals—the negative is covered with a pull-off plastic cover for protection in transit and before use—and a rigid plastic jacket (Varta Batteries Ltd, Varta House, Hanger Lane, London W5 1EH).

Photographic

Focal length lens

Agfa-Gevaert have introduced a variable focal length lens for the Agfacolor 250 Projector system, called the 4878/100 Agfa Variomar 3.5/70-120mm lens with variable focal distance (£26.06) (Agfa-Gevaert Ltd, Brent House, Grest West Road, Brentford, Middlesex).



Prescription specialities

DALYSEP tablet

Manufacturer Syntex Pharmaceuticals Ltd, St Ives House, Maidenhead, Berks

Description White, scored tablet containing sulphametopyrazine 200mg

Indications Infections caused by sulphonamide sensitive bacteria, eg urinary and respiratory tract infections, inflammatory gynaecological conditions, bacillary dysentery, meningitis

Contraindications Sulphonamide hypersensitivity. Children under six months

Dosage Adults: Initially 4 tablets as single dose, followed by 1 every 24 hours until infection controlled. Children: Initially 20mg per kg, then 5mg per kg at 24 hourly intervals

Precautions Caution in patients with impaired hepatic or renal function

Side effects Skin rashes, blood dyscrasias, hepatitis, drowsiness, fatigue, depression, tinnitus, nausea, vomiting, anorexia and peripheral neuritis may occur. Incidence of crystalluria is reported to be low

Pack Wallet of 10 tablets (£0.54 trade)

Supply restrictions P1 S4B

Issued July 1973

LITHIUM PHASAL

Manufacturer Pharmax Ltd, Bourne Road, Bexley, Kent.

Description White, controlled release tablets containing lithium carbonate 300mg

Indications Prophylaxis of relapse in manic-depressive disorders, recurrent mania and depression. Treatment of acute mania or hypomania

Contraindications Severe renal or cardiovascular disease, hypothyroidism, conditions disturbing sodium balance.

Dosage Maintain blood lithium levels in range 0.6-1.5mEq/L. Prophylaxis: 2 to 4 daily in 1 or 2 doses. Acute episode: Initially 2 daily increasing by 1 or 2 daily as necessary. Dosage should be reduced rapidly once acute attack subsides. See literature

Precautions Close clinical supervision is necessary. Should prodromal toxic signs appear, therapy should be discontinued. Adequate salt and fluid intake should be maintained. Diuretics should not be given concomitantly. Blood levels of 2mEq/L should not be exceeded

Side effects Infrequent below 1.5mEq/L. Mild gastrointestinal effects, nausea, vertigo, muscle weakness and a dazed feeling may occur but frequently disappear after stabilisation. Fine hand tremor, mild thirst, polyuria may persist. Oedema and non-toxic goitre have occurred in some patients following prolonged therapy

Storage In a cool dry place

Packs Securainers of 100 (£1.15 trade) and 500 tablets (£5.46)

Issued July 1973

EPANUTIN INFATABS

Manufacturer Parke, Davis & Co Ltd, Usk Road, Pontypool, Mon

Description Yellow, triangular, chewable,



spearmint flavoured, scored tablets each containing phenytoin 50mg

Indications etc As for Epanutin suspension

Dosage Initially, under 1 year: $\frac{1}{2}$ tablet twice daily. 1-6 years: $\frac{1}{2}$ tablet 2-4 times daily. 7-12 years: 1 tablet 2-4 times daily. Adults: 2 tablets 2-4 times daily. Dosage to be adjusted in gradual increments as required.

Pack 100 tablets, £0.85 (trade)

Supply restrictions P1, S4B

Issued July 1973

Promotions

No more tangles

An extensive television campaign for No More Tangles, the after-shampoo spray for 2-14 year olds from Johnson & Johnson, begins in the London Television area at the end of July. The first burst will last for 8 weeks and, say the company, will give 95 per cent of housewives in the area over nine chances to see the commercial (Johnson & Johnson Ltd, Slough, Bucks.)

Mum and the Gourmet

For a limited period customers purchasing Mum deodorants will be able to obtain a free of flip-over chart of recipes specially compiled by television's Galloping Gourmet, Graham Kerr.

On receipt of two of the special labels and cartons—denoted by a bright flash on both sizes of the rollette and refill—together with 5p to cover postage, the customer will receive the recipe chart plus £1 voucher towards Graham Kerr's new cookery book (retail price £2.50). Offer packs are valid until December 1974.

An on-counter display unit, which holds a copy of the recipe chart as well as an assortment of the special Mum packs, is available (Bristol-Myers Products, Stamford House, Langley, Slough SL6 6E3B).

Man of the moment

Eylure are planning a special Tabac competition aimed at finding the "man of the

moment". The contest is open to single and married men between the ages of 16-35 years and they will be judged on good grooming, fashion sense and personality. There will be three awards made at each of the live heats at the 33 Mecca ballrooms in the UK comprising £15 and Tabac zip-up bag for first, £10 and Tabac weekender for second and £5 with Tabac weekender for third. A 47cc Tabac original sample will be given to each entrant.

The national final is to be held at the London Lyceum ballroom where the winner will receive a Morris Marina to the value of £1,300 plus £250 in cash, an outfit from Aquascutum worth £100, a Hi-Fi stereo system, two tickets for the 1974 world cup and a year's supply of Tabac Original (Eylure Ltd, Grange Industrial Estate, Cwmbran, Mon).

Horlicks first price offer

Horlicks are launching a reduced price offer with a '5p-off' flashed label on the 1lb size jar. Despite the reduction in price, say Beechams, percentage margins to the trade have been maintained. The offer is supported in-store by shelf strips and display cards.

Beechams say that research into consumer buying patterns has shown that high sales over the winter months are largely dependent on when the first autumn purchase is made so they advise the trade to promote effectively during August/September for maximum winter potential (Beecham Ltd, Beecham House, Great West Road, Brentford, Middlesex.)

on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Alberto Balsam hair conditioner: Ln, M, Lc, Y, WW, So, NE, U, G

All Fresh: All except E, CI

Anadin: All except E

Bisodol: So, A

Close Up: All areas

Crest toothpaste: Y

Great Lash mascara: Lc

Harmony hairspray: All areas

Head & Shoulders: All except So, E

Hedex: Ln, M, Lc, Y, S, WW, So, A, We

Immac: All except G, E

Maws baby bathcare: All except E

Maws Simpla sterilising tablets: All except E

Macleans indigestion remedy: Ln, M, Y, WW, So, NE, A, We

Radox: All except U, E

Signal: Ln, M, Lc, Sc, WW, So, We, CI, Y

Sure: All areas

Tufty Tails: All except E

Ultra Lash mascara: Ln, So

Vaseline Balanced Care hairspray: All areas

Zoflora: Lc, Y, NE, U

A Golden Treasury of Asilone-No.1

*I wandered lonely as a hawk
That floats on high o'er vale and hill
When all at once my luncheon pork
Fought back and made me feel quite ill.
Beside the lake, beneath the trees
I prayed my gastric pain would ease.*

*Continuous as the waves that ply
Upon the shore, I felt each pang,
Until unto that inward eye
A jocund inspiration sprang.
Of Asilone I took 10 ml.,
And pain free, plucked a Daffodil.
(with apologies to W.W.)*

For dyspepsia, heartburn,
flatulence and hiatus hernia

Rx

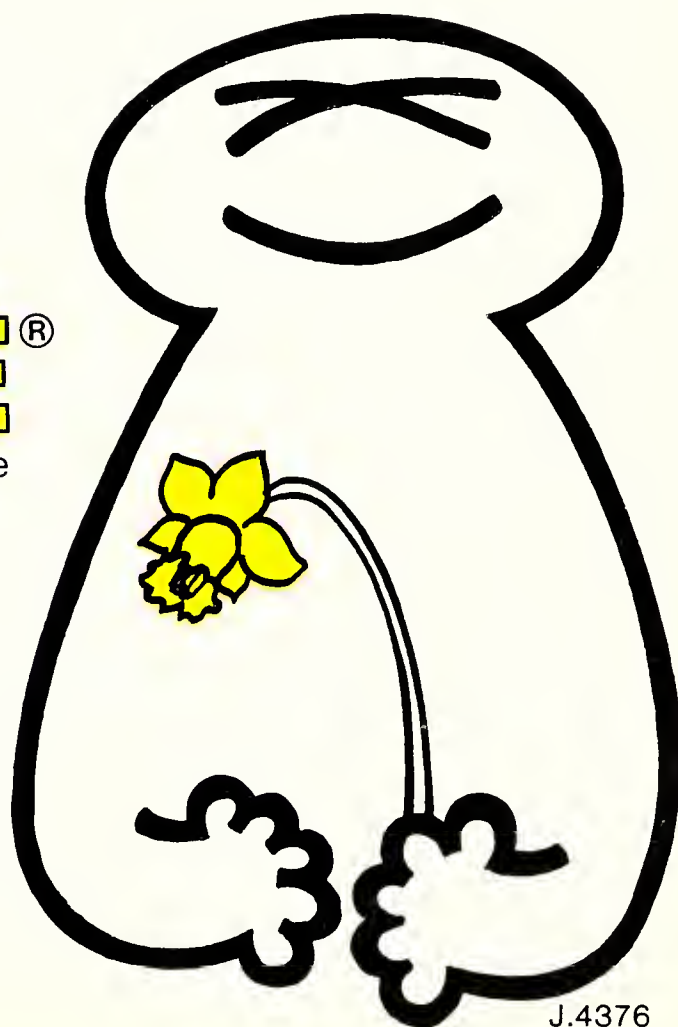
ASILONE[®]
polymethylsiloxane

Suspension and Tablets
Full information available on request



Berk Pharmaceuticals Limited
Shalford, Surrey, England

® Reg'd Trade Mark




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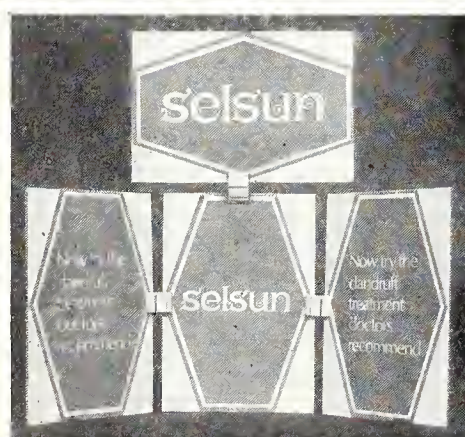
Some pharmacists have a hang-up about Selsun[®]



They find it pays!

Of course the stand-ups are just as effective. Your Abbott representative will be delighted to supply all the display you need to promote the dandruff treatment that doctors prefer.

Full information on Selsun (Selenium Sulphide, Abbott) available from
 **Abbott Laboratories Ltd.** Queenborough Kent ME11 5EL



Comment

Old remedy in new light

The purgative action of Epsom salts may not, after all, be caused by the osmotic effect in the gastrointestinal tract.

A hypothesis put forward in last week's *Lancet* by doctors at Bristol University Department of Medicine suggests that the actions of magnesium sulphate on the gut closely resemble those of cholecystokinin-pancreozymin (cck-pz), a hormone which is released from the intestinal mucosa in response to magnesium sulphate and which has powerful motor and secretory effects on the gastro-intestinal tract.

The authors propose that saline purgatives act in the following way: The cck-pz released as the salts enter the duodenum stimulates small-intestinal and pancreatic secretion and decreases reabsorption of sodium chloride and water, resulting in an increased volume of the intestinal contents. The motor effects of cck-pz cause the large volume of fluids to be carried rapidly through to the colon. Various factors may then combine to impair reabsorption of the fluids from the colon, the motility of which is also increased by the direct action of cck-pz.

The use of inorganic salts as purgatives is said to date back six hundred years to the reign of Charles IV when pilgrims "took the waters" at the Carlsbad Spa. The medicinal value of the spring at Epsom was discovered in the early 17th century.

Compounds whose actions have for years appeared to be the essence of simplicity, founded on basic principles of physical chemistry, have now been revealed as sources of potential pharmacological interest. This, surely, is the basis upon which some of

the greatest therapeutic advances are made and although it is difficult to anticipate the full implications of the current research one can safely forecast that whatever the effect of inflation on magnesium salts the cost of cck-pz will be the greater.

Home brewed lager

Recent Press reports concerning one case of gastric erosion due to acetaldehyde contamination in home-brewed lager are somewhat belated.

Although presented as a new discovery, the Press articles were based on a section of the Medical Research Council's annual report (HMSO, £0.90) in which selected reports and reviews are listed as a record for Parliament of the MRC's work of supporting research. As it takes five years to cover all topics, the review was included in this year's report although it was first published in *The Lancet*, October 9, 1971, and subsequently *C&D*, October 16, 1971.

The original article in *The Lancet* stated that there was no contamination in the home-brewed beer and that the acetaldehyde and acetic acid, present in the lager and produced by a yeast contaminant, was in trace amounts only.

The major suppliers of home brewing kits and yeasts (see page 158) are well aware of the contamination problem and enforce strict quality controls. They are also governed by the Food and Drugs Act and Food and Hygiene Regulations.

Books

Pharmacogenetics

World Health Organisation. UK: HM Stationery Office. 6¼ × 9½ in. Pp. 40. £0.50.

This report of a WHO scientific group is concerned with the ways in which heredity influences responses to drugs that are of particular clinical significance. The fate of drugs is known to be influenced by several genetically controlled processes and it has been shown that about one-third of all enzymes exist as electrophoretically detectable variants. The variants are frequently associated with differences in enzyme activity and may result in differences between individuals in drug responses.

Among common pharmacogenetic traits are types of GCPD deficiency, variants of the *N*-acetyltransferase enzyme, and methaemoglobin reductase deficiency. The

report also discusses other disorders related to genetic abnormalities of drug response including gout, hyperbilirubinaemia, bleeding disorders, periodic paralysis, and Huntington's chorea. Public health aspects are considered.

Manual of Pharmacy Technicians

Sister Jane Durgin, CIJ, MS; C. O. Ward, PhD; Z. I. Hanan, MS.

Henry Kimpton, 205 Great Portland Street, London W1. 6 × 9 in. Pp IX + 117. £2.50.

The manual is based on a lecture series developed at Mercy Hospital, New York, to prepare supportive personnel to assume some technical responsibilities and assist the hospital pharmacist in fields like drug monitoring and utilisation. Directed more towards a professional appreciation of pharmacy than specific skill development, it has two sections: pharmacy appreciation, and practice. The first section includes pharmacy history, literature and communications. Aspects of clinical pharmacy,

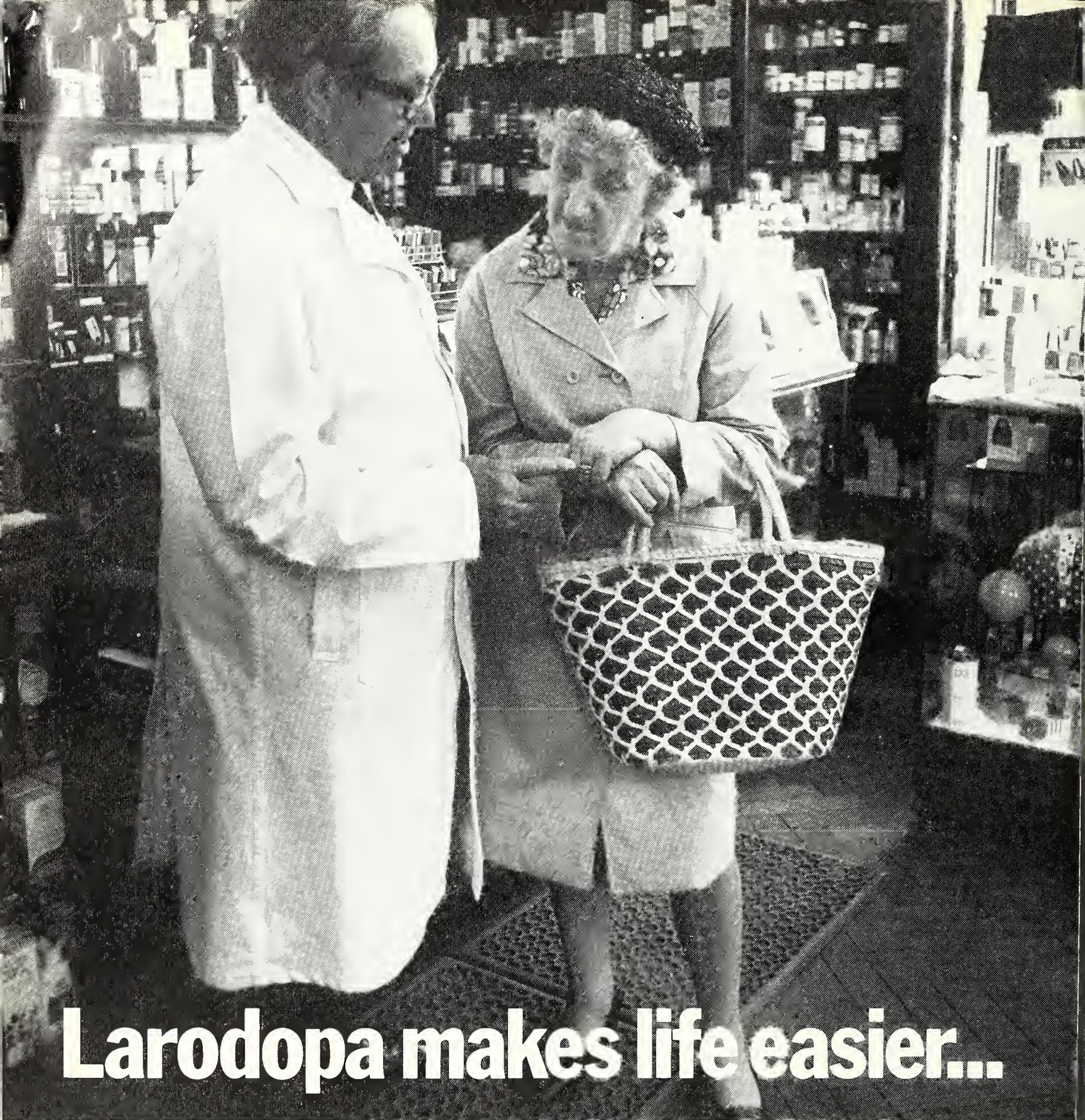
action and uses of drugs, terminology and dispensing systems are covered in the second section.

Specification for Technical Manuals

British Standards Institution, 2 Park Street, London W.1. 8¼ × 11¼ in. Pp 7. £0.80.

Badly conceived instruction literature—illogically planned, incomplete and "decorated" with trade jargon—is often the reason for consumers not following written instructions provided with new household products. To rectify this, the BSI have now published a specification (BS 4884, Part I, 1973) applying to all documents explaining the use and maintenance of products. It covers the range of instructions from that written for the domestic consumer to the total information required by a trained technician.

The publication provides a guide to the information required, organised in logical order. Part 2, to be published later, will deal with the presentation of the information.



Larodopa makes life easier...

For you

Dispensing generic levodopa prescriptions means a fresh decision every time—it doesn't happen often enough to form a habit. But Larodopa is levodopa in a form that is convenient for you because the double scored 500mg. tablet will fit, simply, into any dosage regime: and, as Larodopa is the most economical presentation of levodopa, you will be fully reimbursed by the Pricing Bureau.

For the patient

Larodopa tablets are double scored and can be broken into halves or quarters, thus providing the versatility of dosage necessary for the effective management of Parkinsonism. Which means one less worry for a patient who has quite enough to worry about. Further information is available on request from: Roche Products Limited
15 Manchester Square
London W1M 6AP.

ROCHE

HOME BREWING AND WINE MAKING

Kits and concentrates make it easy

A Penguin handbook on home brewing and wine making is to be published on August 30*. The author, Mr W. H. T. Tayleur, started Brew It Yourself Ltd with his wife in 1963, and is now its chairman.

The book includes sections on ingredients, basic equipment, methods, and recipes for beers, wines, cider, perry and mead. An abstract from the first three chapters appears below:

It has now become so easy to make really good beer or wine at home that anyone who enjoys a drink and has sufficient time, space, skill and kitchen facilities to heat up a can of beans can confidently start right away with one of the many excellent concentrates now on the market. These are preformulated to produce most popular types of wines and beers in batches of 1 gallon (6 bottles) of wine or 2 or 5 gallons (16 or 40 pints) of beer, and require only the most basic and inexpensive equipment. All that is necessary is to open the pack and follow the simple instructions; additional ingredients are usually only water, sugar and yeast.

The next step is to use extracts or concentrates to produce not merely beer or wine as formulated in the can but drinks designed to please an individual palate. At this stage the home brewer can choose from a wide selection of malt extracts and concentrated brewer's worts designed to make any kind of beer from lager to stout, and there are named hop extracts, hop essence, wheat syrup, caramel and other ingredients with which to experiment. For the wine-maker there are many types of concentrated grape and other juices and scores of different yeast cultures from many of the world's famous vineyards.

At the third and final stage the home brewer parallels all the processes of the professional from the crushing and mashing of the malt onwards, while the home wine-maker uses the juices of fresh, dried or preserved fruit, berries and vegetables and the scent and flavour and flowers, often in conjunction with grape concentrates.

An endearing feature of home brewing and wine-making is that cost, negligible to start with, becomes even less as skill increases and larger batches are made. Remembering the ladies of Mrs Beeton's era who used to recommend the lacing of home-made wine with "French brandy which can be obtained for the sum of two shillings and eight pence per bottle", one is reluctant to quote comparative costs at any moment of time, but if taxes and prices continue to soar the already dramatic difference between the prices of the homemade and the commercial products is bound to increase. The beer cost ratio is now about 6 to 1 if it is brewed in small quantities from formulated canned worts

and the most expensive additives and methods are used, and better than 8 to 1 if top-grade materials are used but bigger batches are brewed. A gallon of the best home brew containing, say, 6 per cent alcohol by volume costs about the same as a pint of 3 to 3½ per cent beer over the bar at a modest pub. Lager costs no more than other beers to make and much more to buy, so the difference is even greater.

Using ordinary care the home brewer regularly produces better and certainly stronger beer than he can normally buy. Although truly great wines can be made only by professional vignerons from grapes grown on the spot and then only in favoured years, our own can be consistently better than many of the beverage wines drunk in the wine-producing countries or those that they export in bulk. Comparative costs are more difficult to assess than those of beer, but the most expensive wine that can be made at home from grape concentrates will cost about one fifth as much as the cheapest imported, and equally good wine from one's own garden produce costs only the price of the yeast, sugar and any nutrient or other additives.

Friendliness

A very pleasant aspect of the craft is its friendliness. Wine and brewing circles are to be found almost everywhere. However good a home-made wine or beer may be it tastes all the better when drunk in knowledgeable and appreciative company, and for the really dedicated there are local, regional and national competitions, exhibitions, festivals and study sessions throughout the year as well as organised tours of the great continental wine-making districts.

It is no exaggeration to say that in these days of high taxation only home brewing and wine-making make it possible for hospitable people of moderate means to keep open house for their friends.

Home wine-making has always been free from taxation or excise control as long as none of the wine was sold, but the Inland Revenue Act of 1880 required the home brewer to pay up to £1 for a licence and to keep a record of all the malt, sugar and cereals used. These records were periodically scrutinised by the excise inspectors, who then levied duty on the amount of beer that they calculated could be produced from the ingredients declared, even though none of it could legally be sold.

This legislation remained in force for



The cover of Mr Tayleur's book

eighty-three years, but although at first many thousands of private brewing licences were taken out the number of home brewers steadily declined over the years until by the middle of this century, and after shortages of the necessary ingredients caused by two world wars, hardly any of the few that were left bothered to take out licences. In April 1963 Mr Reginald Maudling, Chancellor of the Exchequer, sensibly freed home brewing from these controls and put it on the same footing as home wine-making. Today there is no restriction on the strength, nature or quantity of beer or wine that can be made at home, but it is still illegal to sell either of them. The position is therefore simple, and while there may be technical queries still unanswered concerning the legality of exchanges, the offering of samples and exactly who is permitted to drink wine or beer made for someone else's "own consumption" the honest amateur need not concern himself with them, for they come under the general heading of *de minimis non curat lex* (the law does not concern itself with trifles). As long as we do not abuse the freedom we now enjoy it is devoutly to be hoped that they will remain there.

Any attempt to distil spirits from wine or beer, whether home-brewed or not, is both illegal and dangerous: it involves the risk of severe injury to health or even blindness and of a heavy fine or imprisonment if detected.

Fermentation

Alcoholic fermentation takes place when a suitable yeast is introduced to starchy or sugary solutions, such as sweet fruit juices, of an acceptable specific gravity and temperature. The yeast converts the starches or sugars to ethyl alcohol, carbon dioxide and energy in the form of heat, and this process ends only when all the starches or sugars have been converted or when the alcoholic content of the wort or must, as the unfermented beer and wine

continued on p153

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HOME BREWING AND WINE MAKING

Conditions for fermentation

continued from p151

are respectively called, becomes high enough to kill the yeast or inhibit its working. At this point in the natural cycle airborne bacteria, moulds and yeasts such as *mycoderma candida* take over the unprotected wort or must and reduce it to water and carbon dioxide. The art of the brewer or wine-maker lies in initiating suitable ferments and in halting them so that their alcoholic contents are preserved.

In brewing, the wort contains maltose (malt sugar) which is converted to glucose by the yeast enzyme maltase. Another yeast enzyme, zymase, converts the glucose to alcohol and carbon dioxide.

In making wine from fruits yet another yeast enzyme, invertase, converts sucrose, present in the juice or added as household sugar, into glucose and fructose, both of which the zymase can turn into alcohol and carbon dioxide as above. In wines made from grain or starchy vegetables and sugar,

both processes of conversion take place.

The essentials for making any fermented drink are therefore yeast and a solution of fermentable sugars. The solution must however be of the right specific gravity or strength, be within the range of temperatures at which yeast will work, and be based upon one of an innumerable range of substances embracing all the wholesome and pleasant fruits, besides many flowers, herbs and even vegetables, which will endow the wine with their flavour, colour and scent. Grain is also used in wine-making but more usually in brewing, in the form of malted barley. Whatever the basic ingredient, and whether wine or beer is being made, the process of fermentation is essentially the same.

In the case of the grape no additives are needed, for ripe grapes alone of soft fruits have exactly the right amounts of sugars, acids, vitamins and nutrient salts in their juice, pulp and skins to give the yeast everything it needs for both breeding and fermentation. When using other bases it is necessary to correct their sweetness and acidity and to add nutrient salts and vitamins, processes and modern equipment and ready-formulated additives have rendered extremely simple.

Natural yeasts

In a natural grape fermentation, when the ripe grapes are picked, trodden or pressed and allowed to ferment without any other additive, the yeast that causes the ferment occurs naturally in the bloom on the grape skin, and it is from this that all wine yeasts have been cultivated. The skins also harbour a great variety of moulds, yeasts of the wrong kind and oocilli, and to make quite sure that these do not get the upper hand the modern vigneron usually introduces a pure culture of the yeast from his own grapes. This allows a colony of the right type of yeast to start up with such vigour that it will inhibit the growth of moulds, wild yeast or other spoilage organisms. All such sweet juices are ideal breeding grounds for deleterious organisms, but by keeping containers and equipment sterile and by adding substances to the must which kill or inhibit them but which the true wine yeast has been trained over the centuries to tolerate, all risks of infection can be avoided.

Though the grape is the only the berry or soft fruit whose juice can be fermented by its own yeast to create a perfect drink, apples and pears also carry their own yeasts, hence the very great antiquity of cider and its variant from pears, perry.

Brewer's wort is another almost perfect host for yeast, but after boiling it is free of live wild yeast cells and cultured beer yeast must be added before it can ferment.

When yeast is introduced to a suitable medium there first occurs the "lag phase" of fermentation, lasting hours, days or sometimes even weeks, during which the yeast acclimatises itself to the wort or must and starts to breed. The second phase is a lively and sometimes violent fermentation, during which the liquid foams and generates heat. This is the "breeding phase," during which little alcohol is produced

while the small colony of yeast originally introduced builds itself up to the millions of cells per fluid ounce necessary for the production of a satisfactory amount of alcohol. Brewers call this the "logarithmic phase", during which the number of yeast cells doubles itself every four hours or so.

The phase can take place only in the presence of oxygen and is therefore known as aerobic fermentation. If fruit is being fermented "on the pulp"—i.e. the juice, pulp and skins—or beer is being brewed, the containers used, though carefully protected from "air taint" (infection by airborne spoilage organisms), must contain or give access to sufficient air to provide the necessary oxygen.

When a sufficiently strong colony of yeast has built up it is necessary to exclude the air. In professional wine-making this is effected naturally by the thick mat or cap of skins, stalks and pips that is carried to the top of the must by the gas given off during fermentation, while in brewing the yeast itself usually forms a thick layer over the wort. The amateur transfers his wine from the bin or bucket to fermentation jars and fits them with fermentation locks which allows the gas to escape but let no air in.

This initiates the anaerobic phase during which, having no oxygen available, the yeast is forced to use up the fermentable sugars in the must or wort and convert them into alcohol and carbon dioxide. Previous generations did not have the advantage of the fermentation lock, and while this did not affect their brewing (today only lagers are fermented by amateurs under lock) the fact that the air could not be excluded satisfactorily from their fermenting wines meant that these were not only liable to "air taints" which produced off-flavours but were also frequently sickly sweet from the failure of the yeast to attenuate (convert to alcohol) all the fermentable sugars present.

This final anaerobic phase can continue quietly for months or can be over in a matter of weeks, according to the type of yeast, the amount of sugar to be attenuated, the temperature and the nutrient salts and vitamins added.

When no more bubbles rise and the hydrometer reads at or near zero, the fermentation has stopped. Beer is racked (siphoned) into bottles or barrels and wine siphoned off any deposit and allowed to clear before it is bottled. The last stage of a wine fermentation is usually the stabilising of the bulk by the addition of various preparations which inhibit further fermentation and help to preserve the wine in a bottle.

In beer and sparkling wines and ciders a secondary fermentation takes place in the bottles, which are specially strong to withstand internal pressure and are fitted with screw tops, crown caps or wired-on corks. This produces both carbon dioxide under pressure and extra yeast, which is usually left in home-brewed beer but has to be carefully removed from champagne and most other sparkling wines. Commercial bottled beers and sparkling ciders are now usually chilled and force-filtered to kill and remove all yeast cells and then carbonised artificially during bottling stages.



picture courtesy Grey Owl

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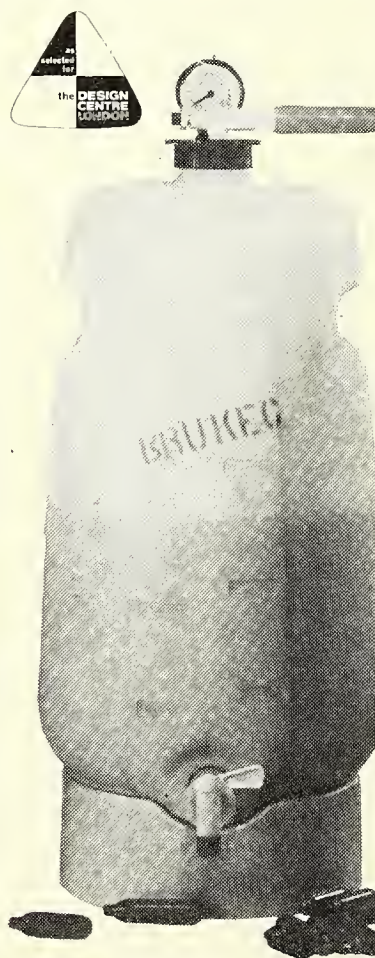
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HOME BREWING AND WINE MAKING

Large growth potential for kits and concentrates

By A. F. L. Deeson, MA, PhD, DSc

The total market value of beer and wine-making kits, ingredients and equipment has never been published and probably never researched.

But more than one reliable trade source puts the figure at £10 million for 1972, with considerable growth potential. Probably about 65 per cent of this figure is for beer kits, ingredients and products and it is anticipated that sales of beer-making kits will reach £5 million at rrp in 1973. In this specific area growth has been considerable: £1½ million in 1970; £1½ million in 1971 and £4 million last year. Today there are nearly 50,000 members of wine clubs in the country—but these are the "hard core" and there are many more beer and wine makers—some estimates suggest one million.

Of this £10 million sales at rrp it seems probable—although there are no reliable figures—that Boots, selling through an estimated 500 branches with beer and wine-making sections, have a good 50 per cent if not more of the market; independent chemists have around 20 per cent; "home brew shops" 20 per cent; supermarkets (with branded packs only) 5 per cent and mail order 5 per cent.

Perhaps the major outlet growth for the future lies in the home brew shops of which there are now about 300. Many of these are in secondary positions but there is an observable trend towards larger and better positioned shops. They have, of course, an advantage over the chemist in that they are specialists and can stock and display a wide range of kits, ingredients and equipment.

Nevertheless, it seems certain that there is a considerable growth potential for the chemist, too. There are large areas of the

country without any specialist shops at all and of the 12,000-odd independent chemists probably only 10 per cent currently stock beer and winemaking materials. Yet individual chemists interviewed, report that within a day or two of putting in modest displays local enthusiasts flock in. Home Winecraft of Leicester, the wholesalers, instance a chemist in Worcestershire who is now averaging a turnover of between £600 and £1,000 per month at trade prices for beer and winemaking products. Another shop in Staffordshire is achieving much the same results.

Some items—demijohns and bottles, for example, cause serious space problems and many chemists do not stock, preferring to specialise in ingredients and chemicals—which they may hold anyway. But a number of items already stocked in the average chemist's shop—or with which he will be familiar—makes this market "a natural" for the pharmacist.

The experience of Boots provides an indication of the potential of the independent chemist. They came into the market almost by accident when beer and winemaking materials were exempted from excise duty and they noticed that sales of hops and malt extracts were increasing in their branches. About four years ago Boots launched their own beer and wine kits and concentrates, which can be purchased separately.

Today the manufacture of supplies for the amateur beer and wine maker is still something of a cottage industry with many entrepreneurial-type companies in the business.

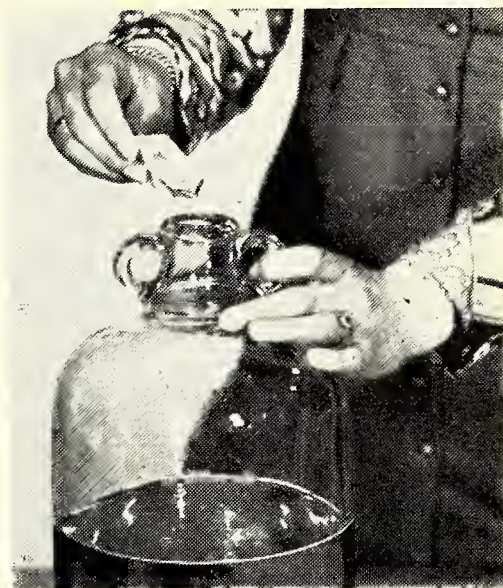
Mass-marketing

However, Boots apart, mass-marketing techniques were introduced in 1971 when Reckitt & Colman introduced their Tom Caxton brand of home made beer packs (which has now developed into a range) and Nielsen's, the research organisation, are currently undertaking a survey of the homebrew market for an anonymous client, so perhaps another of the "big boys" is preparing to enter the field.

Although Tom Caxton winemaking kits are not yet available it cannot be long before Reckitt & Colman enter into this section of the market. Following the line established by the beer-making kits any winemaking entry by the company is likely to be based on simplicity, to attract the rank amateur.

This year Reckitt & Colman are spending £½ million of advertising, of which £¼ million will be spent October-December, for the Christmas season.

Another important homebrew kit is Geordie (Viking Brews) Ltd. In the period 1970-2 the company doubled its turnover and in May this year they added small pieces of equipment, individually packed,



Picture courtesy Grey Owl

and sold under the name of a "Geordie Accessory".

Geordie make dry, liquid and concentrate kits and for chemists beginning a beer and wine corner they offer a case containing a small and large pack each of their Mild, Lager, Bitter and Stout.

Geordie is advertised in the nationals. In October/November they will also have their first television commercial. Point-of-sale material includes beer mats, show cards, counter leaflets and matches.

Sparklets Products (British Oxygen) have also made a considerable impact with their Sparklets Bitter, Lager and Stout homebrew kits. In ingredients which can be bought separately Edme are one of the leaders.

For the chemist thinking of starting a beer and winemaking section Home Winecraft (Leicester) Ltd, as wholesalers and suppliers to the trade, offer a useful advisory service. In general terms they make the following points.

☐ It is essential to *sell* and not merely to supply, beer and winemaking kits. Pharmacists who have lost money have done so because they merely stocked products which were being backed with consumer advertising and they themselves were not willing to answer a few simple questions from the potential customer. In order to sell kits the pharmacist must know the product thoroughly.

☐ Beer-making kits are more profitable than those for wine. This is for the obvious reason that beer is drunk by the pint and wine by the glass. The beer-maker tends to come in weekly for his supplies whereas the winemaker will probably only call once a month for stocks.

☐ Brand promotions for products in this field may result in 50 per cent requests for the advertised brand by name and the other 50 per cent of the consumers simply want to buy a product of that type. This provides a considerable opportunity for the chemist.

☐ A small window display of the kits is essential to attract custom.

Home Winecraft say that the one gallon kit is the most popular size for winemakers and the two and four gallon kits for beer-makers. They say that the minimum basic stock to attract custom and encourage repeat purchases is about £75.



Typical beer kit: Tom Caxton

HOME BREWING AND WINE MAKING

What the customer wants of the retailer

By Mr Ernest Joyce

What the customer really expects of the retailer of materials and equipment for home wine and beer making probably depends on the regional location of the shop. With the increase in the use of "concentrates" for home brewing (using that term to cover both wine and beer making), a large and growing amount of trade is now possible in urban areas, whereas a few years ago most of the demand arose in country districts.

We have a supply industry which can be roughly divided into three sections: (1) the established manufacturers/packers offering a wide range of equipment and materials through the established and new retail outlets, (2) the smaller wholesalers and importers of ingredients, often selling mainly locally or by mail order, and (3) the newcomers to the industry offering a few packaged lines backed by heavy advertising.

I believe that selling home-brew lines can provide positive and profitable trading for the chemist, particularly with people who have never tried country recipes; they are the new breed of home brewers who can be your customers.

New retailer's market

For the retailer who has not previously stocked home-brew products, or who is in an urban location, I suggest that the future worth-while market is almost entirely with the wider section of the public which brews for economy, for pleasure of drinking the result, and perhaps also as a simple not-very-time-consuming hobby. At an all-in cost, including sugar, of around 16p a bottle for home-made wine and 4p a pint for beer there are plenty of potential customers.

The retailer opening a home-brew section for the first time will rapidly discover that if he studies catalogues of half-a-dozen suppliers he can select from over a thousand items.

Before making positive suggestions I will voice a criticism. Some retailers already stocking home-brew items seem unaware of the potential of this market. I started winemaking several years ago with concentrates from my local branch of a large chemists' group. Self-selection shelves, necessary for many reasons I know, have now caused weed killers and dog powders to spill over on to the beer and wine materials. I was recently told that a simple item I needed was out of stock because the assistant is only allowed to order a minimum of a gross.

In urban areas it is probably unneces-

Mr Joyce, public relations officer for Grey Owl, is a keen home brewer. He has written extensively and has broadcast on home brewing.

sary for the retailer to offer expert advice on the production of wine or beer. It is probably more important to ensure that the customer can select from an adequate range of materials and equipment. In country areas and places where there are strongly-supported wine and beer making clubs, the retailer may be asked for a wider range of equipment and additives, and items such as wine testing kits.

Many more problems can arise from brewing with locally-gathered produce than from concentrates, as the quality of fruit varies from year to year, but concentrates can be packed and standardised in controlled conditions. Therefore the country retailer may be expected by some customers to be able to advise on their brews.

Home-brewing, like many other types of do-it-yourself activities, lends itself to self-selection by customers. Customers starting the hobby for the first time can be helped by the retailer if at least he ensures that they take all the items they need. There is nothing more annoying than trying to start a brew when the shops are closed and then find bits and pieces are missing.

To some extent, the initial stock order and the layout, can be split between materials for starting the brew and those for finishing and bottling. Repeat business comes from both sections, but particularly from the first as it includes the concentrates which are the most worth-while repeats.

In addition you will need to stock one gallon glass jars and a limited range of plastic containers. If these are too bulky for your display shelves and have to stay in the store, be sure to indicate that you have them.

To stock and display for what I term "the new breed of home-brewers" who probably now account for 95 per cent of the turnover, I suggest the following minimum range, many of the items being available in display packs:

For beer

Starting items: A selection of canned concentrates for beer making (available in various sizes for production of up to 5 gallons of beer—frequently yeast is included); packets containing the separate ingredients used for beer making are also available as kits; clinical quality high density polythene fermenting bins, with lids, in sizes to suit the beer packs in range; sodium metabisulphite.

Finishing items: siphon tubing, crown corks; crown corking device; beer labels. Useful additional items: packets of beer yeast; beer hydrometers; in areas where there is considerable enthusiasm for making beer from the basic ingredients—hops, malt and similar items can be obtained prepacked; plastic beer barrels, available



Picture courtesy Grey Owl

in several designs; carbon dioxide injector/dispenser gives a head and sparkle to beer.

For wine

A selection of canned grape juice concentrates (each can makes 1 gallon and frequently yeast is included); 1-gallon glass jars; bored corks for 1-gallon jars; plastic air-locks; packets of Campden tablets (to sterilise the wine); packets of sodium metabisulphate (to sterilise the equipment). Finishing/bottling items: glass siphon tubes and plastic tubing; straight wine bottle corks; corking devices; flanged corks and plastic stoppers for use as an alternative; plastic bottle capsules in red and white; wine bottle labels.

Useful additional items: packets of all-purpose wine yeast; wine hydrometers, and test jars; wine filter kits; filter papers.

In districts where wine is made from fresh fruit the following stock might be considered. Liquid yeasts in varieties, yeast nutrient and energiser, grape tannin, pectolase, wine finings, wine flavourings and chemicals such as citric acid. You could add equipment such as fruit presses, thermostatic heaters and so on.

During the last few years plastic buckets for fruit preparation in winemaking and plastic dustbins for beer fermentation have been widely recommended, and, because of their cheapness and ready availability they have been widely used.

Now no manufacturer or writer can mention them without a correction. Bristol's public analyst talking on the BBC radio about coloured dustbins used for brewing, said: "The yellow and orange pigments tend to be more likely to contain lead, cadmium, chromium, these sorts of materials which are toxic (this is not always the case because these colours can be based on organic pigments which do not contain toxic metals) but if inorganic pigments are used then these are normally for the orange and yellow types of plastic."

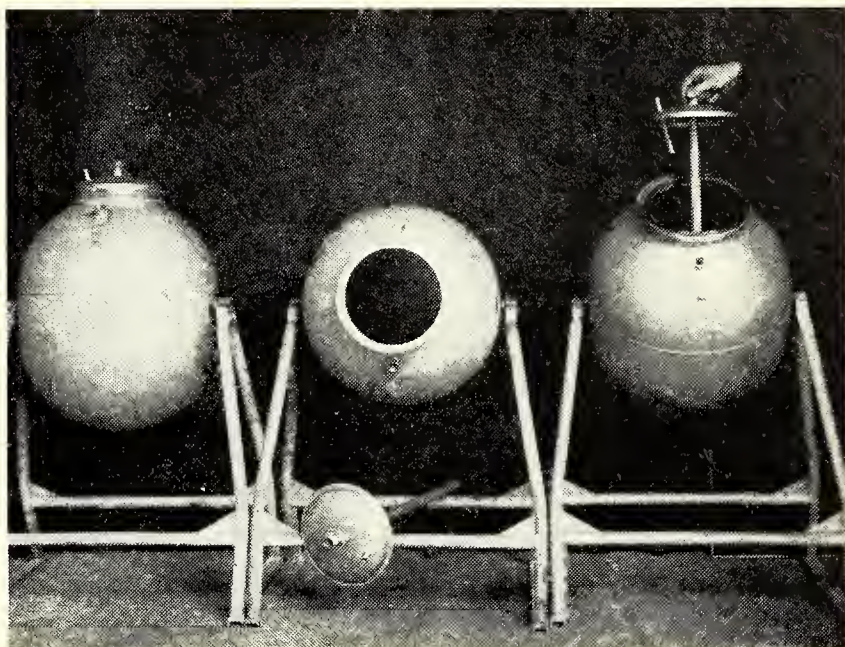
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HOME BREWING AND WINE MAKING

Suppliers and their products

Below is a list of suppliers for the items mentioned in the previous article. The full names and addresses of the firms concerned are given on page 159.

Beer kits

Key: B = beer, Bi = bitter, Br = brown ale, Bw = barley wine, L = lager, M = Mild, Pa = pale ale, S = stout.
British Oxygen—Sparklets: B, L, S
Carter: Bi, Br, L, M
Edme—Superbrew: Bi, Bw, L, Pa, S
Grey Owl—Unican: Bi, Br, Bw, L, M, Pa, S, lemonade shandy, ginger beer shandy
Itona—Kwoffit: Ale, Br, L, S
Munton & Fison—Muntona: Bi, L
Reckitt & Coleman—Tom Caxton: Bi, Br, L, M, Pa, S
Trooper: Bi, Br, L, Pa, S
Viking—Geordie: B, Bi, L, M, S
Vina: Bi, Br, L, Pa, S
Vinaide: Burton-type beer

Beer ingredients

Key: F = finings, FIBMR = flaked barley, maize and rice, H = hops, HE = hop extracts, Ma = malts, MaE = malt extracts, Y = yeasts, YN = yeast nutrients.
Barrel One: F, FIBMR, H, HE, Ma, MaE, Y
Brew It Yourself: F, H, HE, Ma, MaE, wort concentrates, salts, Y, YN
Edme: MaE, hopped malt extracts, hopped worts
Grey Owl: F, H, HE, Ma, MaE, salts, Y, YN
Leigh-Williams: F, HE
Munton & Fison: MaE
Itona: F, H, hopped worts, Ma, MaE, Y
Ritchie: F, FIBMR, H, MaE, salts, Y, YN
Rogers Mead: Ma, H
Vina: F, H, HE, Ma, MaE, Y, YN
Vinaide: F, FIBMR, H, HE, Ma, MaE, Y, YN

Wine kits

Key: Beau = beaujolais, Bur = burgundy, Ch = chablis, Cl = claret, Ho = hock, Lbf = liebfraumilch, Po = port, R = red, Ro = rosé, Sau = sauternes, Sh = sherry, W = white.
British Oxygen: Sparklets: Bur, Cl, Ho, Sau, Sh
Continental Wine Experts: Riesling, chianti
Grey Owl—Unican: Apricot, Beau, Bur, Ch, Cl, Ho, Lbf, Peach, P., Ro, Sau, Sh
Southern Vineyards: R, W

Wine ingredients

Key: A = acids, Bor = bordeaux, CT = campden tablets, En = enzymes, Ess = essences, Fl = flavours, Fr = fruits, Gr = grapes, Mus = muscatel, Ta = tannin, see also keys to beer ingredients and wine kits.
Brew It Yourself: grape concentrates (R, Ro, W), A, CT, En, F, herbs, Ta, Y, YN
Continental Wine Experts: CT, Ess, F, Fl, grape juices (Beau, Bor, Bur, Ch, Cl, Gr, Ho, Lbf, moselle, Po, R, Italian R, Ro,

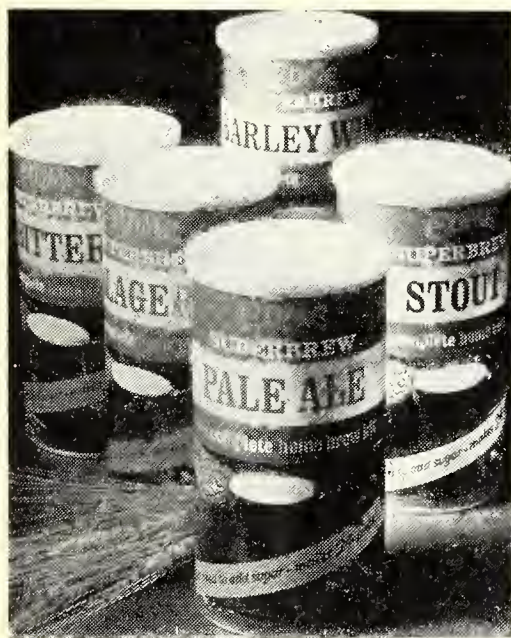


Unican wine concentrates

Sau, Sh, vermouths, W, Italian W), Ta, Y, YN
Grey Owl—Unican: A, CT, En, F, Fl (wines, liquours, spirits), grape juice (R, W), Ta, Y, YN
Home Winecraft: A, CT, En, Ess, F, Fl, (wine, liquours, spirits) Fr, Ta, Y, YN
Itona: CT, invert sugar
Leigh-Williams: A, CT, En, F, Fl, YN
Rogers (Mead): A, CT, Fr, grape concentrates (Mus, Po, R, Ro, Sh, W), wine bases (beau, Bor, Bur, Ch, Cl, Gr, Ho, Lbf, Sau), Y
Ritchie: A, En, F, Fl (liquours, wines), Fr, grape juices (Mus, Po, R, Ro, Sh, W), Ta, Y, YN
Southern Vineyards: grape juices (Beau, Bor, Bur, champagne, Gr, Ho, madeira, Po, riesling, Ro, Sh, vermouth), Y
Vina: A, CT, En, Ess, F, Fl, Fr, Ta, Y, YN
Vinaide: A, CT, concentrates, (apricot, elderberry, Mus, peach, R, Sh, W, whortleberry), En, F, sugars, Y, YN

Equipment

Key: AL = Air lock, C = closures, corks, bungs, CD = corking/capping device, Fi = filter, HB = beer hydrometer, HW = wine hydrometer, La = labels, Si = siphon, Tm = thermometer, TH = thermostatic heater, V = fermenting vessel.
Brew It Yourself: AL, C, CD, Fi, HB, HW, La, pressure dispensing system, Si, V
Byowco: Cornelius pressure system
Continental Wine Experts: AL, C, CD, Fi, HW, starters' equipment kit, V



Edme beer kits



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Grey Owl: AL, C, CD, Fi, fruit press, HB, HW, injector-dispenser (CO₂), La, Si, Tm, TH, wine testing kit, V

GU Machinery: V

Home Winecraft: AL, C, CD, Fi, HB, La, Si, Tm, TH, V

Leigh-Williams: AL, C, CD, Fi, HB, HW, La, Si

Ritchie: AL, C, CD, Fi, HB, HW, La, Si, testing kits (wine, beer), V

Rogers (Mead): AL, Fi, HB, HW, Si, Tm, TH, V

Southern Vinyards: AL, beginner's kit, C, Fi, HW, La, Si, Tm, TH, V

Trevis Smith: beer and wine casks

Viking: AL, C, CD, HB, Si, V

Vina: AL, C, CD, Fi, HB, HW, La, Si, Tm, TH, V

Vinaide: V, thermostatically controlled boiler

Walker Desmond: CD, Fi, HB, HW, wine press

Zeal: HB, HW

Suppliers' Index

Barrel One, Gillman & Spencer Ltd, Bilton Road, Bletchley, Buckinghamshire.

Brew It Yourself Ltd, 135 Upper Street, London N1.

British Oxygen Co Ltd, Queen Street, London N17.

Byowco Products Ltd, 10 Victoria Road, Northampton.

Carter Bros, Dockfield Road, Shipley, Yorkshire.

Continental Wine Experts Ltd, Cawston, Norfolk.

Edme Ltd, Mistley, Manningtree, Essex.

Grey Owl Laboratories Ltd, Morley Road, Staple Hill, Bristol.

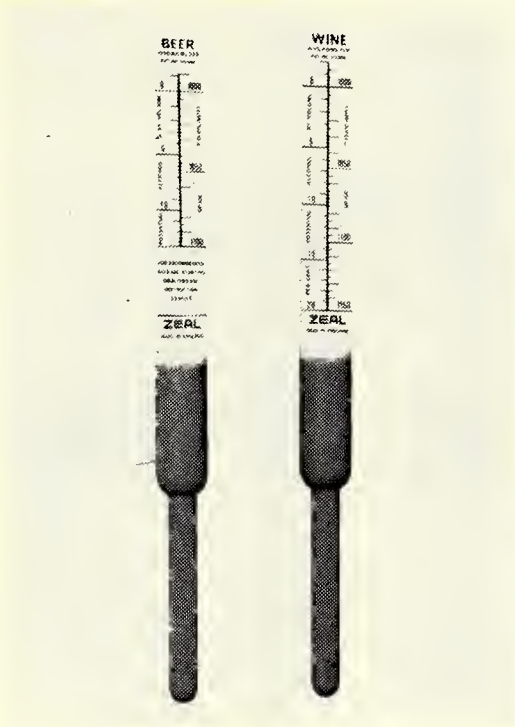
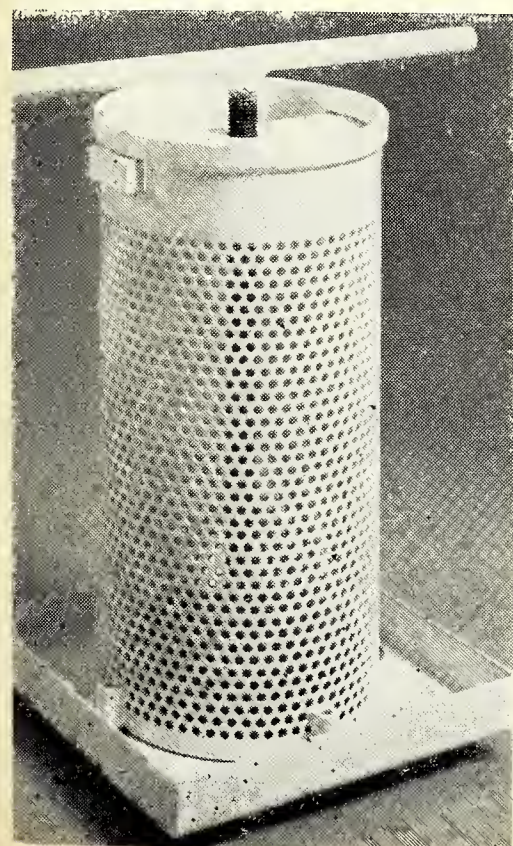
GU Machinery Ltd, Maple Cross Industrial Estate, Rickmansworth, Hertfordshire.

Home Winecraft (Leicester) Ltd, Slate Street, Leicester.

Itona Products Ltd, Wigan, Lancs.

Leigh Williams & Sons, Tattenhall, Nr Chester.

Walker Desmond wine press



Zeal hydrometers

Munton & Fison Ltd, Cedar Factory, Stowmarket, Suffolk.

Reckitt & Colman Food Division, Carrow, Norwich.

Ritchie Products, 60 Victoria Street, Burton-on-Trent, Staffordshire.

Rogers (Mead) Ltd, Shirlett, Broseley, Salop.

Southern Vinyards Ltd, Nizells Avenue, Hove, Sussex.

Thos Trevis Smith Ltd, Cradley Heath, Warley, Worcestershire.

Trooper (Home Brews) Ltd, Masham, Nr Ripon, Yorkshire.

Viking Brews Ltd, 28 Clive Street, South Shields, Northumberland.

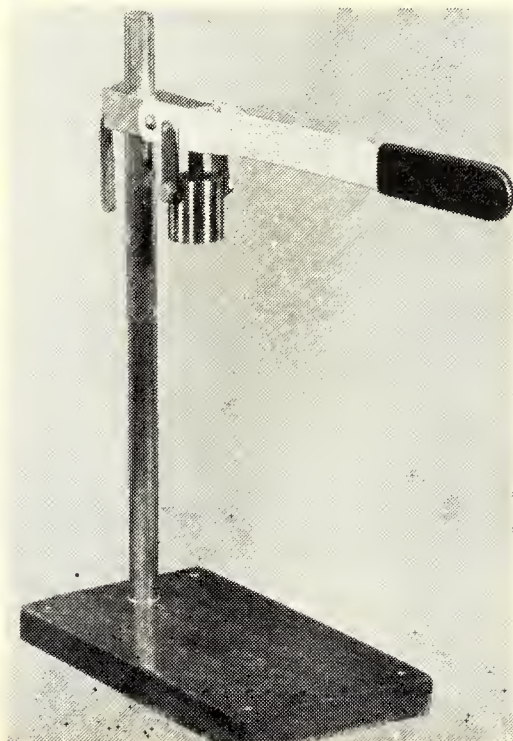
Vina Ltd, 65 St Johns Road, Liverpool 22.

Vinaide Brewing & Food Products, 31 Blackfriars Road, Salford, Manchester.

Walker Desmond & Sons Ltd, 179 Dalstone Lane, Stockport, Cheshire.

G. H. Zeal Ltd, Lombard Road, London SW19

Walker Desmond crown corker



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Blakoe Vitamin E (Highest Potency)	600 mg	15 caps 32 caps	80p £1.58	£1.21 £2.37
Blakoe Vitamin E (High Potency)		Cream	94p	£1.40



Further information available from



Blakoe Limited,

229 Putney Bridge Road, London SW15

Market News

RISES UNABATED

London, August 1: The trend of ever-increasing prices in crude drugs and essential oils showed no signs of easing during the week, new crop items were well above last year's levels.

In crude drugs the shortage of aloes was reflected in another £10 per ton rise. Camphor powder was unobtainable on spot and forward. Cherry bark, cochineal, hydrastis, podophyllum *Emodi* and dandelion root were all firmer. In spices about the only product in which there was interest was pepper. Because of a crop failure in Sarawak the white is now at £1,000 ton with business having been done at £1,010. Indian celery seed was lower.

Some essential oils were sharply increased. These included eucalyptus (up £1 kg) and palmarosa (up £2.10 kg). Shipment offers of Chinese spearmint and Ceylon citronella were up by £0.20 and £0.10 kg respectively.

Pharmaceutical chemicals

Acetic acid: 12-ton lots, delivered, per metric ton, BPC glacial from £94; 99.5 per cent technical £87; 80 per cent grades pure £82.50; technical £75.

Acetomenaphthone: 100-kg lots £5.64½ kg.

Alcohol: (per proof gal). Synthetic ethanol in 2,500 bulk gal lots—96 per cent, £0.245 and 99.9 per cent, £0.257 in tank wagon; £0.260 and £0.272 in drums for 900-bulk gal; industrial grade 95 per cent £0.172 in bulk and £0.187 in drums.

Aloin: 50-kg lots £9 kg.

Aminacrine hydrochloride: £33.50 kg.

Ascorbic acid: £2.45 kg; 5-kg £2.51; sodium ascorbate, plus £0.23; coated, plus £0.10 kg.

Atropine: (500-kg lots per kg) alkaloid and methonitrate £65.20; methylbromide £64.20; sulphate £52.90.

Benzoic acid: On-metric ton lots £30.42 kg.

Borax: BP grades, per metric ton, in paper bags delivered—granular £112; crystals £154; powder £122; extra fine powder £126. Technical grades less £24 per ton.

Boric acid: BP grade per metric ton; granular £110; crystals £154; powder £122; extra-fine powder £126 in paper bags, carriage paid. Technical is £24 per 1,000 kg less than BP grades.

Calamine: BP £300.70 per 1,000 kg for 250-kg lots.

Calcium carbonate: BP light £58.00 metric ton.

Calcium gluconate: 250-kg lots £0.63 kg.

Calcium lactate: 250 kg £412 per metric ton.

Calcium pantothenate: £3.60 kg; 5-kg £3.75 kg.

Calcium sodium lactate: £0.709 kg in 50-kg lots.

Carotene: Suspension 20 per cent £16.73 kg.

Citric acid: BP granular hydrous per metric ton 50-kg lots £337; 250-kg £325; 1,000-kg £313. Anhydrous £385, £346, £334 respectively. Premium for powder £10.

Cyanocobalamin: £1 per g.

Dienoestrol: 5-kilo lots £0.07 per g.

Digoxin: 25-kg lots £2.30 per g.

Dimidium bromide: 5-g lots £3.20 g.

Emetine: 5-kg lots hydrochloride £285 kg; bismuth iodide £200.

Ether: Anaesthetic BP—2-litre bottles £0.91 each for under 350 litres; £0.85 each for over 350 litres; 45-litre drums £0.31 litre for 350-litre lots. Solvent BP—per metric ton in drums from £333 for 50-kg lots in 16-kg drums down to £318 in 130-kg drums.

Folic acid: 5-kg lots £18.65 kg.

Gallic acid: 1,000-kg lots £1.68 kg.

Glucose: (per metric ton in 10-ton lots) monohydrate powder £94; anhydrous £175; liquid 43° Baume £79 (5-drum lots).

Glycerin: BP per metric ton—5-ton lots £234; 1-ton £237; 250-kg £243, in 250-kg drums.

Isoprenaline sulphate: 5-kg £16.50 kg.

Kaolin: BP is £66 per 1,000 kg in stacks.

Lactic acid: £570 metric ton for 50-kg lots.

Mercury salts: Per kg in 50-kg lots; ammoniated powder £5.15; oxides—yellow £5.90 and red £6.10 perchloride £4.30; subchloride £5.45; iodides £5.70 kg for 25-kg.

Mersalyl: Acid £15.75 per kg; sodium £21.50.

Magnesium carbonate: Heavy £192; light £184 per metric ton.

Magnesium hydroxide: BPC £560 metric ton.

Magnesium oxide: BP (per metric ton); light £560; heavy £890.

Magnesium peroxide: 50-kg lots 23-25 per cent £0.59 kg.

Methyl salicylate: Per metric ton in 5-ton lots £467.50; 17-ton £472.50; 500-kg £477.50.

Methylated spirits: (per bulk gal, delivered) 45-gal drums minimum 900 gal, industrial 66 op £0.324; perfumery quality 68 op £0.377; mineralised 60 op, £0.338. In tank wagon, 2,500-gal the rates are £0.301, £0.354, £0.315 respectively.

Nicotinamide: (per kg) 1-kg £2.30; 5-kg £2.27.

Nicotinic acid: (per kg) 1-kg £2.37; 50-kg £2.34.

Oleic acid: BP £254.70 per metric ton delivered.

Oxalic acid: 20-ton lots about £155 metric ton.

Paraffins: (minimum 1-ton lots) liquid-BP £0.552 gal; light BPC 1963 £0.466; technical white oil WA23 £0.422; WA21 £0.477; Jelly-soft white BP £138 ton; yellow BP £103.

Paracetamol: 1-metric ton lots £1.22 kg; 5-ton £1.19 kg. For direct compression £1.32 and £1.29 kg respectively.

Parachloro-meta-xyleneol: 50-kg lots BPC £0.94 kg.

Physostigmine: 100-g lots salicylate £0.69 per g; sulphate £0.88 g.

Pilocarpine: 1-kg lots hydrochloride £96; nitrate £88.

Piperazine: (Under 50 kg) adipate £9.963 kg; citrate £0.92½; hexahydrate £0.663; phosphate £0.02½.

Potassium acid tartrate: BPC £453 per metric ton.

Potassium citrate: £353 per metric ton.

D-Panthenol: 9-kg; 5-kg £8.50 kg.

Pyridoxine: £7.10 kg; £8.50 kg.

Pyrogallol acid: Pure 500-kg lots £4.92 kg.

Quinine: (per kg in 85-kg lots) alkaloid £37.75; bisulphate £30; dihydrochloride £36.75; hydrochloride £36; sulphate £32.25; hydrobromide (10-kg) £36.90.

Riboflavin: £14.17 kg; 5-kg lots £14.14 kg.

Salicylamide: (per metric ton) 5-ton lots £770; 1-ton £780, £710.

Salicylic acid: per metric ton 5-ton lots £445; 1-ton £470; 250-kg £520.

Sodium benzoate: One-metric ton lots £283.30.

Sodium bicarbonate: BP £26.40 per long ton for 8-ton lots in 1-cwt bags delivered.

Sodium carbonate: Anhydrous £107 metric ton.

Sodium chloride: Vacuum dried £8.15 per long ton in plastic sacks for 6-ton lots, ex works.

Sodium citrate: £313 per metric ton.

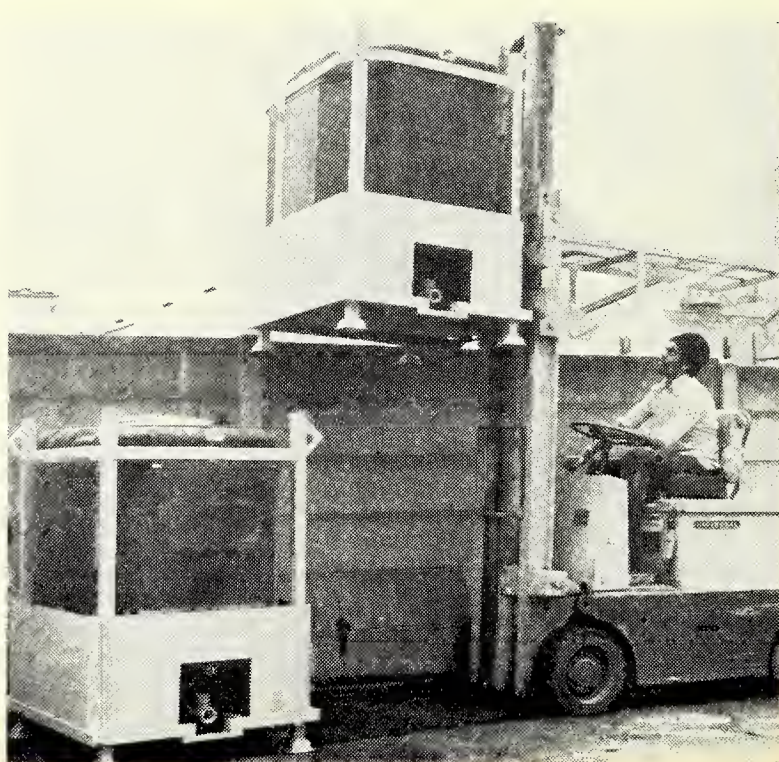
Sodium perborate: (per 1,000 kg) monohydrate £283.50—tetrahydrate £145.75.

Sodium percarbonate: (per metric ton) £170.75.

Sodium potassium tartrate: £315 per metric ton.

Sodium salicylate: Per kg in 5-metric ton lots £0.54; 1-ton £0.55; 250-kg £0.56½; 50-kg £0.59.

The end of the Carboy! For distribution of chemicals—such as hypochlorite and hydrochloric acid, Tennants (Lancashire) Ltd. have found that the convenience of 250-gal. Transitanks, supplied by P.D. (Technical Mouldings) Ltd, Sanderstead Road, Croydon, Surrey, proving to be a valuable marketing factor. Customers can connect the containers directly with the infeeds for their processing lines.



Sodium sulphate: BP from £35 to £40 per metric ton as to crystal. BP exsiccated £60 ton.

Sodium thiosulphate: £55 per metric ton.

Stilboestrol: BP in 25-kilo lots £33 kg.

Tannic acid: 500-kg fluffy £1.40 kg; powder £1.38.

Tartaric acid: (per metric ton) 50-kg lots £511.50; 250-kg £506; 1-ton £497.50.

Thiamine hydrochloride: £7.09 kg; 5-kg £6.84 kg.

Vitamin A: Oily 1 m iu per g £5.30 kg; 5-kg £5.20 kg; dried acetate 325,000 iu per g £3.48 kg; 500,000 iu £4.55.

Vitamin D: Powder for tableting 850,000 iu per g. £17.88 kg; 5-kg £17.78 kg.

Vitamin E: (per kg) £6.94; 5-kg lots £6.91.

Crude drugs

Aloes: (metric ton) Cape spot £530; shipment nominal, Curacao £740, cif; shipment nominal.

Camphor: Formosan BP No offers.

Cherry bark: Spot £480 metric ton; £460, cif.

Cochineal: Tenerife black-brilliant £8.00 spot and cif, Peruvian silver grey £7.00 spot.

Dandelion: Root £600 metric ton nominal.

Gentian: Root £580 metric ton spot; £563, cif.

Ginger: (ton) Cochin £310, cif, Nigerian split £365, cif, peeled nominal, Jamaican No. 3 £870; Sierra Leone £460, cif.

Hydrastis: Spot £4.10 lb; £4.00 cif.

Menthol: (kg) Chinese spot £7.50; shipment £7.00, cif, Brazilian spot and cif, £5.55.

Seeds: (ton) Anise China star £175 duty paid; shipment £135, cif, Caraway Dutch £1,500 metric ton, cif, Celery Indian £300, cif, Coriander Moroccan £105, cif, Cumin Indian £375, cif.

Chinese £415 metric ton, cif, Dill Indian, for shipment £195, cif, Fenugreek, Moroccan £160, cif, nominal, Mustard £60-£180 spot.

Senega: Canadian £4.20 kg spot; £4.00 cif.

Essential oils

Citronella: Ceylon spot £1.85 kg; £1.80, cif.

Eucalyptus: Chinese £2.90 kg, cif, Oct-Nov.

Palmarosa: £9.50 kg spot; cif.

Peppermint: (per kg) Arvensis Chinese £3.85 kg spot and cif, Brazilian £2.50 spot and cif, American piperata firm at £7.50-£8 spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax.

Coming events

Sunday, August 5

Doncaster Branch, Pharmaceutical Society, Selby RUFC ground, 2.30 pm. Annual cricket match.

Thursday, August 9

Leeds Branch, National Pharmaceutical Union, Turnpike Motor Inn, Wetherby Roundabout, Weatherby, at 8.15 pm. Annual meeting.

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Classified advertisements

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The man appointed will be responsible directly to the Managing Director and although some experience of wholesale pharmacy is desirable, it is not essential. We are looking first and foremost for a good organiser who can ensure that a high level of customer service is achieved while at the same time exercising adequate control over operating costs. He will have full control over the warehouse and distribution functions in the new premises. Age is not critical, but we would expect the right experience and outlook to be contained in a man aged between 28 and 40.

A starting salary in the region of £4,000 is envisaged which could be higher in exceptional circumstances, with negotiable fringe benefits. The right man could hope to be appointed to the Board within the next twelve months.

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Experience in batch production, planning and quality control desirable.

Challenging prospects for a younger man, but an older man would be considered.

Salary according to age and experience.

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to advertisements**

Wanted

URGENTLY REQUIRED, all items connected with old-fashioned Pharmacies—Runs of drug drawers, shop rounds, jars, etc—Telephone Ashted (Surrey) 72319 or write Robin Wheeler, 'Maplehurst', Park Lane Ashted, Surrey.

PHARMACIST SEEKS small good quality w/col. or oil paintings. (Colman, Fielding, Girton, Guardi). Robert's, 38 Fore Street, Budleigh, Devon.

WE WILL PURCHASE for cash a complete stock of a redundant line. Including finished or partly finished goods packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co. Ltd., 6/7 Wellington Close, Ledbury Road, London, W.11. Tel: Park 3137-8.

Miscellaneous

CHEMISTS GALORE

a few years ago, received a copy of book:

THE LABB SYSTEM FOR HEALTH
by H. K. WHITEHORN
with a section on
CONSTIPATION & PILES
by A. LONG

The Author would much like to purchase copies offered; kindly send copy and state your price or write

H. K. Whitehorn, 2 Culduthel House, 71 Culduthel Road, Inverness

FASHION JEWELLERY — GENTLEMEN you can't sell perfume in a jam jar, it has to be elegantly presented. The same principle applies to **FASHION JEWELLERY**, our elegant displays all marked with retail prices inc. V.A.T. can be working for you within minutes of delivery and be a credit to your shop. Our huge range ensures lucrative profits through fast sales. Delivery on the spot no waiting. Contact: R. F. Vernon & Co., 36 Poman Road, Birstall, Leicestershire. Tel: 675327 S.T.D., Code 0533. NOW

BREAKING OR FLAKING NAILS ? Try Coralie's 'HEALTHINALE'

42p from chemists or direct
46p including postage

THE HAND AND NAIL INSTITUTE
(Est. 40 years)

35 Old Bond St., W.1.
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Jodez (Manchester) Ltd.
34 Shudehill, Manchester M4 1EY
Tel: 061-832 6564

Largest and most exclusive selection of Necklets, Brooches, Chainbelts, Dress Rings, Earrings (all types), Hair-Ornaments, etc.

CHEMISTS

ALL WORK AND NO PLAY?
... then how about a low cost, high profit making investment without tiresome stock, staff, debts or paperwork ... all takings in CASH! ... designed to fit quickly into a small space in your existing premises. A Mini Launderette ... the perfect little 'money spinner' for ANYWHERE without a Laundry.

**The Village Laundry Ltd.,
White Lion House,
White Lion Square,
Hatfield, Herts.
Telephone: Hatfield 67314**

Agents

AGENTS REQUIRED having personal connections to go-ahead Chemists, by leading manufacturers of Baby Shoes, offering a compact range specially presented as a Chemists' Sundry line. Box 2173.

Beautisales

We're good for business.

Jochem's
Hair Preparation
64p singles
£7.44 per dozen.

Gill's Dandruff Shampoo
75cc £1.44 dozen,
227cc £2.88 dozen.

Jochem's Lotion
for Dogs' Coats
44p singles
£4.98 per dozen.

Beautisheen Spray Tonic
44p singles
£5.04 per dozen.

All prices plus VAT.

Order from your local
wholesaler or direct.

**Beautisales
Ltd**

35 Old Bond Street,
London W1X 4JH.
Tel: 01-493 2565/6.



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Let's have a look at your literature on:
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Name.....

Company.....

Address.....

Tel.....



Pitney Bowes

CD/S/5

KELDON LIMITED

Price Changes

We regret that cost increases make it necessary for the following price increases to be introduced on Monday, 13th August, 1973.

Retail Price incl. V.A.T.	Trade Price per dozen excl. V.A.T.
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OPTREX Small (110)

£0.22	£1.80
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„ „ + E.B.

£0.24	£1.96
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„ Large (300 ml)

£0.36	£2.94
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„ Family (800 ml)

£0.61	£4.99
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„ Eye Mask (Singles)

£0.08	£0.58
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„ Eye Ointment

£0.21	£1.53
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Optone Small

£0.24	£1.96
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Eye Dew

£0.30	£2.18
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Famel Small (114 ml)

£0.23	£1.88
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„ Large (228 ml)

£0.35	£2.86
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„ Family (570 ml)

£0.58	£4.74
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Famel Honey & Lemon (114 ml)

£0.23	£1.88
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„ Throat Pastilles

£0.16	£1.31
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„ Child. Linctus (100 ml)

£0.25	£2.04
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„ Child. Pastilles

£0.15	£1.23
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THE ABOVE PRODUCTS ARE STANDARD-RATED
FOR V.A.T.

Keldon Ltd.,

Distribution Company of the Optrex Group,

Wadsworth Road, Greenford, Middlesex,
UB6 7JW.

Now Ambre Solaire gives you something to sell all year round. And a special sales team to help you sell it.



New Ambre Solaire Face Care



Gives your skin a soft summer feel... all year round.

For years Ambre Solaire have been caring for skin. Protecting it from sun with our special protective moisturisers. Keeping it soft, and supple, the way skin should be.

And now, using the same skill and experience, Ambre Solaire have made a very special range of face care products.

Gentle skin quenchers with a light scent of summer.

To keep your skin soft and moist all year round.

The Moisturising Treatment Cream is specially formulated to moisturise and revitalise dry skin. Its unique treatment agents quickly penetrate the skin and help revitalise the skin cells while you sleep.

The Sheet Moisturising Film is a particularly light make-up that also moisturises dry skin. It's very gentle, so is not to irritate. And it's very sheer, so whilst imperfections are hidden, your skin shows naturally through.

Choose from a shades, Honey, Peach, Beige and Bronze.

The Gentle Moisturising Cleanser is extra smooth and creamy, yet never greasy. Its natural ingredients make it very gentle and kind to both dry and sensitive skins. It quickly cleans away all dirt, make-up and excess oil, leaving your skin really soft to touch.

The Light Under Make-Up Moisturiser absorbs into dry skin in seconds, yet protects and moisturises in just hours. Light and non-greasy, it keeps your skin soft and supple and make-up stays flawless all day long. Use the complete Ambre Solaire Face Care range, and give your skin a soft, summer feel. Come rain, come shine.

"Available in larger Boots stores, leading chemists and department stores."

Most people already let Ambre Solaire care for their skin when they go on holiday. Now, under the Ambre Solaire name, we've developed a new range of products to care for skin twelve months of the year. We've called it Ambre Solaire Face Care. For this important new range, (and our developing Sandrine fragrance) we've recruited and trained a special sales team to handle these specialist products—to enable us to service the chemist and department stores.

Ambre Solaire Face Care will be launched in September, with big space, full colour advertisements in the magazines women read the most. In Woman's Own, Vogue, Cosmopolitan, Nova, Honey, Woman's Journal, Good Housekeeping, Harpers Queen, 19 and Sunday Newspapers. And on television, with soft, gentle, persuasive commercials.

Someone from this new sales team will be calling on you soon to give you specialised help in developing your sales of L'Oreal cosmetic and perfumery products.



New Ambre Solaire Face Care

Golden Ltd. 18 Bruton Street, London W1A 1BX. Tel: 01-629 8240. Makers and distributors of the products of L'Oreal.